

# CHEMIST & DRUGGIST

The newsweekly for pharmacy

March 31, 1984

a Benn publication

Wholesaler  
margin: big cut  
planned?

£18,000+  
claim for  
notional salary

Vetric launch  
Link 3 — and  
announce 'no 1'  
promotion at  
Convention

SDP's view of  
the industry

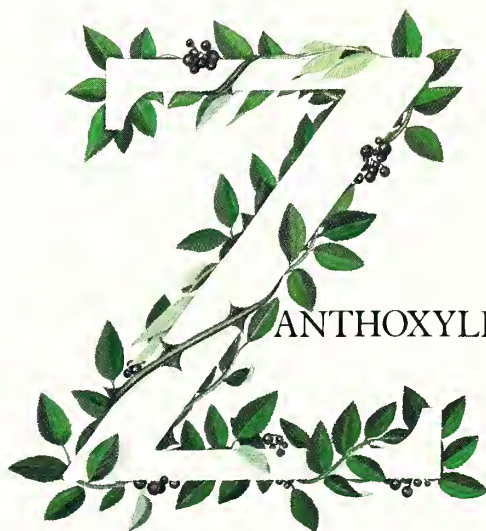
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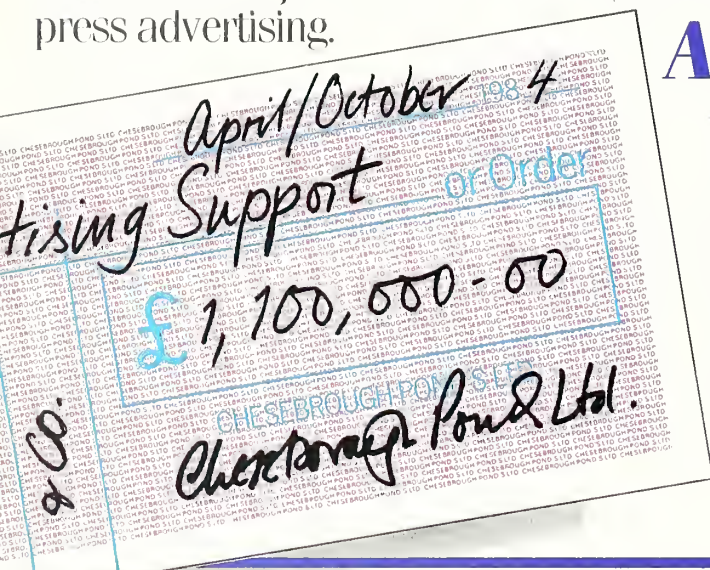


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# CHEMIST & DRUGGIST

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## COMMENT

The total number of dispensing doctors in the UK — both Drug Tariff and capitation — rose by 13 per

cent in the seven years to 1982. Meanwhile, the number of NHS pharmacies per 100,000 home population has fallen from 21.5 to 20.4 (the latter a slight improvement on the 1981 figure). Those are some of the latest OHE statistics (see also p587).

Here are some more of the statistics: The number of Tariff doctors rose by nearly 28 per cent to 3,119 in the same seven years to 1982, when they dispensed 21.4 million scripts at a net cost of £2.90 each.

The number in England in 1982 was 2,683 (2,063 in 1975), in Wales 197 (172), in Scotland 182 (164) and in Northern Ireland 59 (40).

Of the 21.4 million scripts dispensed by doctors in 1982, (15.3m in 1975), 18.2 million (13m) were dispensed in England,

1.4m (1.1m) in Wales, 1.4m (1m) in Scotland, and 0.5m (0.3m) in NI.

A quick calculation suggests that from dispensing 4.23 per cent of scripts in 1975, Tariff doctors moved on to dispensing 5.28 per cent in 1982. But they are after more mindless of the effect on pharmaceutical services. Look at the latest events in Sussex where, according to local Press reports, a second practice in Heathfield is seeking to dispense — and will presumably not make a loss on — just one eighth of their patient list (the others live less than a mile from the two pharmacies involved).

Yet pharmacy's old "friend" Dr Adrian Rogers snubs an olive branch held out by Essex pharmacist Miall James in the latest issue of *Dispensing Doctor*. All for free enterprise, he wants an end to "restrictive practices" and the right of patients to decide for themselves who should provide their medicines. Actually, pharmacists would

probably welcome that approach if market conditions were free and equal.

By that we mean that the patients should be aware that if the doctor did *not* dispense, their expanding village or township might well support a pharmacy; that dispensing application by doctors will almost inevitably lead to the closing of an existing pharmacy; that the least of the pharmacist's role in dispensing prescriptions is the counting of the tablets, and that medical services are *not* under threat because the doctor "needs the money."

But above all, in a "free" vote patients should not be made to feel that they are setting themselves against their doctor — in a community where they may have no alternative. When doctors abandon the "sign here" syndrome, pharmacists have little to fear from patient choice.

# Wholesaler margin to be cut?

**Pharmaceutical wholesalers fear that the Government is planning to cut their profit margins by up to a quarter. This could mean that pharmacist's discounts vanish overnight.**

Vestric managing director Peter Worling told *C&D* that a meeting between Department of Health officials and the commercial affairs committee of the National Association of Pharmaceutical Distributors planned for Monday of this week had been called off by the Minister. The DHSS inquiry into wholesaling was now complete and the recommendations were before the Health Minister, he said.

Discussions between the industry and the Department have been going on for some time. "We believe the Government will significantly reduce the wholesalers' gross margin. The expected reduction is of 3 or 3½ per cent."

At present wholesalers get around 10 per cent from manufacturers with a 2½ per cent settlement discount.

Mr Worling said that such a cut would only be welcome if it led to a more stable market with no discounts. "If it leads to uncontrolled developments it will be most unwelcome," he said. And, as there was at present no control of parallel imports this was quite likely.

## No appeal yet — E Sussex LPC

**East Sussex Local Pharmaceutical Committee has no plans at present to appeal against the FPC's decision to designate the county a rural area, apart from towns along the South Coast.**

No resolution of the problem facing the proposed Safeway pharmacy in Crowborough, due to open on April 16, appears to have emerged. Regardless of the fact that the company applied for a contract on February 7, the FPC insists its decision on rurality (see *C&D* last week) stands.

Assistant administrator Mr Billett told *C&D*: "Unless the application for inclusion in the pharmacy list is discussed by April 16 then the pharmacy will not be able to

Mr Albert Slow, group managing director of Macarthy's said this week: "It is now quite clear that the Government will cut our profit margins significantly — possibly this week and certainly within a month."

The reduction in the wholesale market because of parallel importing means the wholesaler has less profit to invest in systems for the pharmacist customer, says Peter Worling. The level of discounting also has increased to the point where the sale of ethical is hardly profitable.

An "almost Gilbertian situation" has arisen, Mr Worling told delegates to the Vantage Convention in Mainz last week (see p594). It has allowed certain importing companies to completely disregard the legal requirements introduced to ensure that drugs supplied to the Health Service are of the highest quality and safety and stored and distributed under known and controlled conditions.

"Who pays if a person has a reaction to a parallel imported product?" Mr Worling asked. Growing fears have been expressed, he said, about the safety of dispensing products which may or may not be identical to those of UK manufacture.

It cannot be right for a caring profession to be unconcerned about the implications of such a situation both for themselves and the public. "It is hoped the forthcoming Government regulations will ensure these potentially dangerous problems are quickly and satisfactorily dealt with."

dispense NHS prescriptions."

A decision by the Rural Dispensing Committee on whether to consent to a doctors' application in Heathfield has been postponed for a month so that another application in the area can be considered by the FPC, allowing the RDC to consider both at once.

Pharmacist Michael Proctor who has two shops in the town told *C&D* chemists won the first round with a nine-nil majority in their favour at the FPC. The second application from Drs Alston and Chacko has already been turned down twice in the past.

The parish council has decided to make the same comment as it made on the previous application, that it wished the area to have the best possible medical cover without prejudicing the existing pharmacies in Heathfield.

"We have the community health council on our side," commented Mr Proctor.

## Slight thaw in price freeze?

**There will be only limited scope for increases in the price of drugs and medicines supplied to the NHS when the price freeze ends on March 31. Mr John Patten, Under Secretary of State for Health, made clear in the Commons last week.**

He stressed that "companies will generally be allowed to increase their prices to the NHS only where they can clearly demonstrate to the Department that on existing prices their profits will fall below the new and lower targets".

Mr Patten denied allegations by Miss Betty Boothroyd (Lab) that the non-statutory pharmaceutical price regulation scheme has allowed the drug companies to secure inflated profits at the expense of the NHS. He recalled that the target profits, expressed as a return on the capital employed in producing NHS medicines, will be reduced by an average of four percentage points from April 1 — "a formidable drop".

The Minister assured the House: "We shall certainly maintain the long-standing practice of containing prices and profits at reasonable levels within the objectives of the scheme".

Commenting on complaints about the high cost of advertising to the NHS, Mr Patten stated "It is a free country. The pharmaceutical companies can choose to advertise where they like".

Mr Patten acknowledged that it was only right that the pharmaceutical industry, whose products represented a 10 per cent share of NHS spending, should bear its share of the economies the Government was seeking to make in the NHS. "I believe that we have the balance right," he declared.

Miss Boothroyd complained that the drug companies had grown lethargic from the NHS Budget and that the precious money provided for drug innovation had been dissipated by the development of "me too" drugs which made little contribution towards advancing health care.

□ The Generic Substitution (National Health Service) Bill, the private Member's measure introduced by Mr Laurie Pavitt (Lab), was due to come before the House on Friday of this week for Second Reading, after *C&D* had gone to Press. It is unlikely to make progress and has virtually no chance of becoming law.

□ The Theft From Shops Bill, a private Member's measure introduced by Mr Greville Janner (Lab) failed to secure a second reading last week.



## PSNC to lobby on retrospection

**The Pharmaceutical Services Negotiating Committee is to continue to lobby for changes in the "discount clause" added to the Health and Social Security Bill last week. It wants the Government's powers of retrospection limited to one year.**

At present the clause on "Professional Remuneration in the National Health Service" sets no limit on retrospection. Chief PSNC executive Alan Smith says: "This negates the idea of annual negotiations and would make any review body for pharmacy unworkable. Furthermore it is an invitation to the Government to procrastinate."

PSNC has consistently supported the proposals put forward by the Frank's panel in 1979 to establish an independent review body and single annual negotiations with no carrying forward of over- or under-payments. But the Government had only accepted the profit elements of the report, Mr Smith told *C&D*.

In a letter to be sent to the Secretary of State he would be referred to paragraphs 77A and C of the Franks report. PSNC is also to affirm that it wants direct access to the Secretary of State in negotiations and that the phrase "some other person or persons" be deleted in regard to the power to recover discounts or under- or over-payments.

Mr Smith says that although the Minister has not specifically agreed these two points he has told the Commons Standing Committee that the new clause does not represent any change in Government policy. Kenneth Clarke said: "It is to re-establish, clarify and put beyond doubt the power of the Government to carry on the agreed procedure we have had for many

years with the contractor professions."

Those procedures include direct access to the Secretary of State, says Mr Smith. The powers vested in some other persons relate to the needs of Family Practitioner Committees in certain instances.

Mr Smith said Mr Clarke's stated intention to clawback from pharmacists the excess profits made through parallel importing was manifestly unfair. "Those profits have been secured by just a few pharmacists. To impose a financial penalty on contractors who have heeded the warnings of the Society and PSNC is quite wrong."

Such action would provide an incentive to all pharmacists to get involved in the practice so as not to lose out. The loss would be compounded if the rumours that the Government is about to reduce wholesaler margins came true, said Mr Smith.

If actual discounts to contractors reduce then increasing them to recover parallel import savings made by pharmacists will "muddy the waters" still further, said Mr Smith.

PSNC is to prepare the final document reflecting its own new contract proposals and those of the Department of Health at its April meeting. This document is to be circulated to local pharmaceutical committees and other interested bodies for comment. The LPC conference, at which the new conference will be discussed, is scheduled for June 10.

Kenneth Clarke said last week (*C&D*, March 24, p544) that negotiations on the new contract with PSNC should begin in the next few weeks.

PSNC still has no date for its appeal against the High Court decision upholding the Government's right to recover discounts.

The Committee is still trying to agree the profit formula terms of reference with the DHSS for the pharmacy review panel.

## Contract news 'down under'

**New contract proposals, agreed by the Pharmaceutical Society Negotiating Committee, will attempt to remove the unfairness of averaging, lack of incentive, lack of individualisation of payment, and lack of increased remuneration for increased work and responsibility in health care.**

The major points in the proposals were outlined this month to the Australian and New Zealand Pharmaceutical conference in Melbourne by Mr Alan Smith, PSNC chief executive. Anticipating that wholesale margins would be reduced to remove the "slack" from the system he hoped that the Government would allow a sharing of the discounts as a reward for business efficiency.

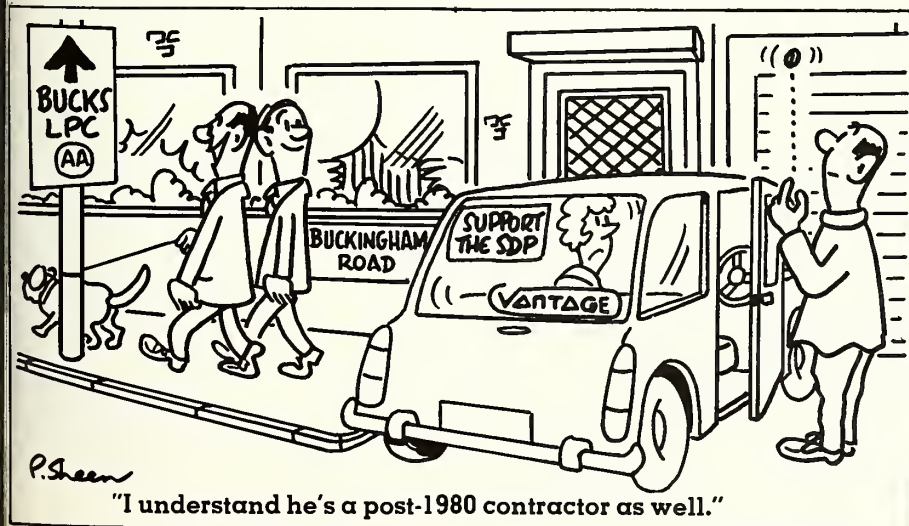
"We are proposing a radical new system which will adequately reward the pharmacist for his knowledge and presence and availability throughout his opening hours". Through the basic practice allowance, and financial incentive to those who opened pharmacies more than 2km from the nearest pharmacy, it was hoped to rationalise distribution. And with payment of an additional pharmacist allowance where prescription volume exceeds 2,000 per month "we hope to encourage amalgamation of pharmacies and employment of additional pharmacists."

Mr Smith said the new approach was to ascertain the value of a pharmacy to the community — in the past the pharmacist had been valued not on his worth but on what he was paid.

Rent, rates, heating and lighting costs should be paid on an individual basis, calculated by reference to the proportion of space allocated to NHS work and applied to the actual overhead costs incurred. Pharmacists would then be able to decide how much space to devote to dispensing including waiting and dispensing areas.

As a further aid to rational distribution, it was proposed to pay a relocation allowance to pharmacies in excess of local requirements — encouraging them to relocate in areas of need, with the payment of a capital sum to relinquish their NHS contract. Mr Smith felt this proposal was in the interest of the Government because it provided better utilisation of public funds and prevented perpetuation of practice allowances in areas adequately served.

"I must emphasise, however, that all these incentive/disincentives are of a voluntary nature and there will be no enforced closures — merely financial incentives to rationalise the distribution of our profession."







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## Importers get together

Parallel importers have been called to a meeting this weekend by Bomore Medical Supplies, managing director Stanley Blum, with a view to forming an Association of Parallel Importers to present a united front to "combat all the haranguing".

Mr Blum told *C&D* the aim would be to show people that parallel importers are doing things in a professional manner: "After all they are pharmacists".

He said considerable interest had been shown already, some from importers Mr Blum had not previously heard of. All respondents are said to be 101 per cent in favour of an association.

The stated objectives are:

1. To protect the fundamental right to parallel import branded medicines which have been legally marketed in other EEC member countries.
2. To establish a code of conduct to ensure that uniform standards are maintained when parallel imported branded medicines are supplied by way of wholesale or retail dealing in this country.
3. To demonstrate within the medical and pharmaceutical professions that parallel importers act responsibly and maintain the highest professional standards.
4. To provide a body to represent, protect and develop the interests of all parallel importers both professionally and commercially.

Mr Blum says that many people are exaggerating the market size; he puts it at no more than £30m. The meeting is on April 1, Aldwych Suite, Waldorf Hotel, London WC2 at 3.30 pm.

## Geigy appeal against CSM

Geigy Pharmaceuticals are appealing against the recent recommendation by the Committee on Safety of Medicines that the product licence for oxyphenbutazone should be withdrawn (*C&D* March 3).

The company have appealed within the statutory 28 days and their appeal will now be heard by the Medicines Commission. No date has yet been set for the hearing.

## Mirror censured by Press Council

**The Press Council has severely censured the *Daily Mirror* over its reporting of problems concerning the drug Epilim.**

The British Epilepsy Association and four associated regional groups had complained the paper had published unbalanced reports and unjustified headlines about the drug.

The Press Council said that while the articles were no doubt well intentioned they were unbalanced and based on highly selective medical evidence and insufficient research. The articles betrayed a lack of knowledge about epilepsy and the importance of Epilim in treating it.

Taken together their headlines, text and general presentation were likely to create alarm among the users of the drug and their relatives.

It is not improper for popular newspapers to investigate and publish stories about medicine and drugs, but they should do so with care and great responsibility, the Press Council said. □ Pharmacist Raymond Hutchinson of SW London has complained to the Press Council over the "Drugs rip off by chemists" article in the *Daily Mail* recently. He has also written to the editor of the paper "putting him right".

He says he "waited and waited but nobody else complained. The letter is rather snappy but it is not worth spending a lot of time on as I consider the Press Council as much use as an ash tray on a motorbike, and unlikely even to consider the complaint."

In his letter to the Council he says the headlines in the paper are scurrilous, emotive, unfair and hurtful.

He also says that the opening statement that "Britain's chemists are costing the health service millions of pounds . . ." is a lie.

## FPS 'pharmacy' costs reach £1.5b

**The gross cost of the UK family practitioner pharmaceutical services in 1982 was £1.5 billion, of which some £1 billion comprised medicine costs at manufacturers' prices, according to the Office of Health Economics Compendium of Health Statistics, published this week.**

Including the amount spent in hospitals, all NHS medicines accounted for 9.7 per cent of the total NHS expenditure in 1982, compared with 8.6 per cent in 1969. The Compendium points out that, despite this increase, the NHS has remained a very low

spender on medicines by international standards. Per person the UK devoted £25 to NHS pharmaceuticals (at manufacturers' prices) in 1982. This was half the equivalent level of expenditure in Italy and Austria and one-third of that in Switzerland and West Germany.

For 1984 the gross cost of the NHS in the UK will reach a new record of around £1.7 billion, or £303 per head, according to DOHE estimates.

About 78 per cent of the record 383 million prescriptions dispensed in 1982 were given free of charge when dispensed, compared with 62 per cent in 1975.

The Compendium also draws attention to the role of innovation in contributing to higher pharmaceutical costs. In 1982, no fewer than 40 per cent of items dispensed had been first marketed after 1970.

Vestric managing director Peter Worling (second left) and his wife Iris (left) pictured with their guests Otto and Rosmarie Weber at Vantage Convention in Mainz last week (see p594). Herr Weber is president of Ferd Schultiz of Mannheim,

West Germany's second largest wholesaler, and president of Arbeitsgemeinschaft Pharmazeutischer Grosshandels Verbande representing the interests of both private and co-operative wholesalers.



Chemist & Druggist 31 March 1984



## The industry is OK but...

**Parallel importing, generic substitution and cuts in promotional expenditure are targets for Social Democratic Party reforms a meeting of the SDP pharmacy group heard in London, last Sunday.**

British pharmaceutical industry is basically on the right track, few changes are necessary and those which are necessary are fairly marginal.

That is the opinion of Mike Thomas, former Social Democratic Party spokesman on health, who addressed the meeting.

Britain has an inventive, productive and imaginative pharmaceutical industry, Mr Thomas said. It makes a major contribution to Britain's balance of payments, develops life-saving drugs and is a large employer. The industry is also profitable — which is after all a function of industry. But Mr Thomas added, it is difficult to determine how profitable in some cases because of transfer pricing and other activities. In some areas the industry may even be too profitable, he declared.

Among all the virtues Mr Thomas warned that there are still "areas where things could be improved." He maintained that present pricing and licensing arrangements undermined innovation. "Often a pharmaceutical company can make more money by promoting a 'me too' product with no greater efficacy than those available."

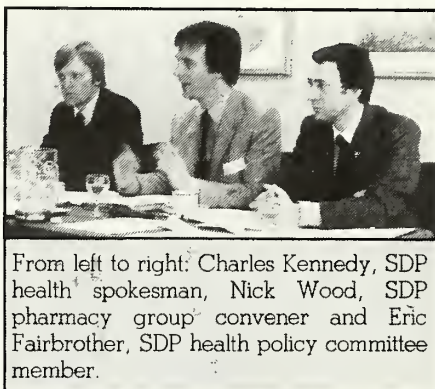
Parallel importing should be allowed, as it would encourage companies to bring prices more in line with products from other countries. After all, many foreign preparations were no different from British products, Mr Thomas insisted.

Parallel importing could be encouraged providing patients were protected, Mr Thomas explained. The inspectorate could be expanded for example. But he said there was "perilously little evidence" that foreign products were inferior.

Mr Thomas criticised recent cuts in allowed profits as "cosmetic." Of cuts in promotional expenditure he said it was "a modest step in the right direction." It should be cut to 25 per cent of its present level and spent on products genuinely designed to give information to doctors, he said.

Similarly generic substitution, starting with the top 12 products, could save £30m. Obviously companies' interests would have to be protected — perhaps by increasing patent life to 20 or even 30 years, and making changes to pharmacists' remuneration, he suggested.

Many hospitals have been using generic



From left to right: Charles Kennedy, SDP health spokesman, Nick Wood, SDP pharmacy group convener and Eric Fairbrother, SDP health policy committee member.

products for years. In some US states patients were able to ask for the cheapest preparation when having a prescription dispensed. And pharmacists were obliged to tell them the relative prices of available products, Mr Thomas commented.

Mr Peter Lumley, PR executive, Association of the British Pharmaceutical Industry, said Mr Thomas' proposals "would destroy all the good things about a research-based industry." Mr Lumley claimed patents were not a viable solution for protecting the industry after introducing generic substitution. He also said it was not the formulation differences between foreign and British medicines which were a problem but the danger of foreign language package inserts. It was surely unprofessional to dispense such products, Mr Lumley said, but the Association had evidence that 25 per cent of pharmacists were doing just that.

Mr Thomas argued that starting generic substitution with products off patent for 15 years or more would not adversely affect companies. He also said instructions in English on package inserts could be made mandatory. "We do it for bleach," he said.

Mr Eric Fairbrother, pharmacist member of the SDP health policy committee, stressed the SDP's wish to have full consultation with pharmacy and to formulate beneficial policies.

Mr Fairbrother warned that the profession had no real "clout" and pressed the need for a voice in Parliament. He announced that he would again be standing at the next election.

Charles Kennedy, SDP member for Ross, Cromarty and Skye and health spokesman, said that pressures on primary health care — particularly on areas such as pharmacy — would increase. He stressed that present government policy seem to be aimed at undermining the National Health Service.

The SDP pharmacy group decided that it should join the Party's health and personal social services association, which aims to provide advice and information to the SDP through special interest groups such as the pharmacy group.

## Dial a cheap nappy

Peaudouce disposable nappies appear to be available, via agents, to the public at prices "just above those paid by independents to wholesalers," according to Kent pharmacist Mr Eric Brindle.

Services such as Dial-a-nappy in New Ash Green, Kent, offer mothers Peaudouce nappies via advertisements in local newsagents and hand-out leaflets.

Dial-a-nappy offer 30 Peaudouce maxi for £2.69 and 60 maxi at £6.65, says Mr Brindle. There is another similar service in Gravesend, but they do not sell Peaudouce nappies, Mr Brindle added.

Peaudouce say they have had requests from mothers wanting to set up nappy services following a television programme about a woman in London, who has established such a service. Peaudouce say they offer these people a polite "no" and direct them to their local wholesaler or cash and carry outlet. The company says it does not deal direct with the public for them to sell to friends.

However, say Peaudouce, if a bona fide registered company satisfies their credit control rules they feel that they must supply their product. It would appear that Dial-a-nappy falls into that category, says the company although it intends to look further into the matter.

Mr Brindle suggests that any pharmacist who feels strongly about the matter should write to the National Pharmaceutical Association, Unichem or their local wholesaler so that a concerted effort can be made to stop this loss of trade.

## Unichem look at Nuffield

Unichem have set up a working party to submit evidence to the Nuffield Inquiry. It is headed by deputy chairman David Mair. Non-executive directors Marion Rawlings and Bill Rucker will be members of the working party, which will submit its findings by April 30.

Members wishing to express views should write to David Mair at Unichem.

■ The UGC has failed to reach a decision on the future of Heriot-Watt University school of pharmacy. After discussing the report on proposed closure of the school (C&D January 21, p138) it decided last week to seek further information and to have more discussions with the University.



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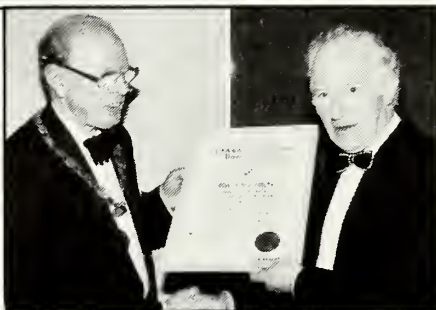


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and urban cycle: 28.2 mpg (10.0 L/100 km). 56 mph: 50.4 mpg (5.6 L/100 km). 75 mph: 37.7 mpg (7.5 L/100 km). Renault recommend **elf** lubricants.





Gordon McGlaughlin, president PSNI presenting Fellowship certificates to Ronnie McMullan (left) and Ivan McFarland

## PSNI Fellows honoured at dinner

**Presentation of Fellowship certificates to two well-known and popular pharmacists was the highlight of last week's president's dinner of the Pharmaceutical Society of Northern Ireland.**

The recipients were Ivan McFarland, a principle pharmaceutical officer in the Department of Health and Social Services, and Ronnie McMullan, pharmaceutical officer of the Northern Ireland Central Services Agency (for details of their careers, see *C&D* February 11, p306).

The president, Mr Gordon McGlaughlin, said that Mr McFarland had displayed both tact and consideration in carrying out his work, and had given much advice to pharmacists in business. Mr McMullan had taken a keen interest in pharmacy's organisations and was always willing to talk to meetings about his work. He had continued and improved on the efforts of the late Wolsey Kernohan concerning computerised pricing of NHS prescriptions — something in which Northern Ireland led the UK. It had been said of both men that they were pharmacists first and civil servants second.

Responding to the toast to the guests, Mr Colin Hitchings, president of the

Pharmaceutical Society of Great Britain, referred to common problems and in particular to parallel imports. He attacked as unprofessional those who had issued products labelled in a foreign language. Mr Hitchings looked forward to the outcome of the Nuffield Inquiry into the profession's future, suggesting that it could have an influence in all English-speaking countries.

Mr Sean Hillery, president of the Pharmaceutical Society of Ireland, pointed out that the practice of pharmacy in the British Isles differed from other countries in that it was in each case self-governed. That, he said, made it essential to maintain the highest standards.

Three of a kind: from left to right Sean Hillery, president PSI, Gordon McGlaughlin, president PSNI and Colin Hitchings, president PSGB



## Test elderly's drugs call

**Resolutions to go before this weekend's National Consumer Council annual congress include a call for more exhaustive testing of drugs used by the elderly.**

The resolution — proposed by Age Concern Scotland — urges the Government to protect older people from "the harm that can result from inadequate testing of prescribed medication."

All drugs, established as well as newly-discovered, should be shown to be safe for

the elderly, with margins of risk and benefit clearly specified, it is argued.

This would be achieved by setting-up a government body with the resources to both test drugs on site and evaluate the validity of testing done elsewhere. Such a body should be "totally independent of drug company sponsorship" the NCC stress.

An implementation deadline would have to be set, after which date drugs not tested would be withdrawn from use.

Other areas to be debated include the role of the professions ("the other closed shop"), looking particularly at opticians, solicitors and surveyors. The need for tighter legislation against product counterfeiting is also to be considered.

## Large increase in addicts

**There was a particularly large increase in new notifications of drug addicts in 1983, according to statistics published by the Home Office.**

About 4,200 addicts were notified by doctors for the first time, some 1,400 more than in 1982. The increase was substantially larger than the 550 recorded in 1982 and

650 in 1981.

About 1,700 former addicts were re-notified in 1983, about 400 more than in 1982 and only slightly more than in previous years, says the report.

In contrast there was a large increase in the number of persons who ceased to be recorded as addicts. In 1983 there were about 5,200 compared to 3,600 in 1982 and 2,300 in 1981. Most of the 1,600 increase between 1983 and 1982 was accounted for by those no longer treated with notifiable drugs, which rose by 1,350.

## Stalemate over emergency pay

Health Minister Kenneth Clarke has expressed sympathy for the hospital pharmacists' cause but refuses to move on the question of emergency payment.

A Guild of Hospital Pharmacists delegation, led by Mr D. Hoyle (ASTMS vice-president) and Lord Ennals, (ASTMS Parliamentary committee member), last week presented a petition to the MoH.

Donna Haber, ASTMS divisional officer, said the Minister agreed on the injustice of the situation but refused to do anything.

Ms Haber is to report to the Guild Council's meeting next week.

## PL delay

Subscribers are warned that there may be a few days delay in despatch of the April Price List, due to typesetting problems. The March List should be retained until receipt of both the April edition and the new separate Generics PIP code list, which no longer forms part of the monthly Price List.

*Chemist & Druggist 31 March 1984*



## The Post-1980 £12,000 dilemma

**The Post-1980 Contractors Committee has a problem — what should it do with the £11,000 to £12,000 left in the kitty after its High Court action?**

Only one person turned up in Birmingham last Sunday at the meeting called to discuss the fate of the excess funds in addition to the three committee members.

Chairman Peter Hulme said the funds would be left on deposit for the time being and only used for Committee business. The £11,000 to £12,000 sum is an estimate of monies remaining after the Committee have settled solicitors and consultancy costs and paid back the few pre-1980 contributors. "If any member wishes to call an extraordinary meeting they can do so," Mr Hulme said, "Otherwise I do not expect to call another meeting for some time."

MP for Derbyshire South Edwina Currie also attended the meeting: the four pharmacists used the opportunity for a two-hour exchange of views with her on community pharmacy.

The Committee have so far had over 500 forms back from post-1980 contractors giving details required by the DHSS to establish their right to the "post-1980 concession" (*C&D* March 3, p393). Peter Hulme said he found it ironic to get such a response after single articles in the pharmaceutical Press, when many appeals through it for funds to fight the court case had produced a much slower response.

The Committee is to seek another meeting with DHSS officials to hand over the forms. Mr Hulme expects a few applicants to be "weeded out" as ineligible. □ Peter Hulme, secretary Mike Everett and treasurer Stuart Powell have sent in nomination forms to stand in the Council elections. However, the Society says it has not received Mr Powell's form — sent by recorded delivery — and that therefore he cannot stand.

Mr Hulme said the three are standing on a common ticket: that community pharmacy interests are not represented vigorously enough on Council. "There are too many groups within pharmacy — including the Post-1980 Contractors Committee. The very number of groups reflects the lack of leadership at Lambeth."

### NI prescription statistics.

Chemists and appliance suppliers in Northern Ireland in November 1983 dispensed 1,214,899 prescriptions (752,145 forms) at a gross cost of £5,248,090.91 with an average cost of £4.32 each.

*Chemist & Druggist 31 March 1984*

## Post-Clothier

The fuller implications of Clothier are now beginning to make themselves felt. I have always looked to the BBC for unbiased reporting, so it is a shock to find the balance in "Medical Express" more than tilted.

I reckon PSNC has to join with the Society and present a high-powered delegation to the BBC, giving a modified version of the paper on rural dispensing published in *C&D* some time ago — which ought to make clear why the chemists and the population of rural areas are, or should be, concerned at doctor dispensing.

What worries me even more is the statement that the whole of East Sussex has been classified as rural. How was this decision made? Were the pharmacist members of the committee asleep, or were they outvoted? It seems to me that if there comes a time when thoroughly bad decisions are about to be made, the pharmacists, who form a required part for the functioning of dispensing subcommittees, should withdraw so as to prevent their functioning.

Our role as nice reasonable people is absurd if we lack the gumption to say "No" when faced with an unacceptable proposition which will cost us dear for years to come. Perhaps PSNC would be willing to set up guidelines for what is or is not acceptable, and circularise it to LPCs.

## No more

Hoechst have decided to switch a projected £10m R&D plant from Britain to somewhere else, probably Japan, a choice which must be seen as a direct result of the Government pressure on manufacturers to work for less than satisfactory profits. With the big multinationals, choices like this are made without much loss of sleep by the principals, who have only to update their information on tax laws in any country to find out where their best interests lie.

With the whole wide world to move in and the financial muscle to move capital around as they please, why should they not? The fact that in Britain we do not give patent protection for a long enough period seems to me just one reason, but one which coupled to shrill cries for generics at cost price proves a fatal combination.

I was amused by Dr Brian Cromie (chairman of the company's health division and member of the ABPI board of management) who said ABPI had been sitting on its backside for years! He suggests companies have a lot of work to do presenting their case to public and politicians. They certainly have, for it is we

who, unwillingly have been forced to do the defence job for them when what we would really like to have done was walk all over them for leaving us in the lurch so often.

We know they couldn't care less about us or the wholesale distributors, for they have amply proved it during the past five years. Yes, they have some work to do alright, and I suggest they start by reading some simple treatises on enlightened self-interest, integrity, etc!

## Imports

From this it is a simple step to comment on the letter by A. D. Allen last week who wrote in something of the same vein, pointing out, for example that companies which produce abroad refuse to disclose whether those products are the same as those made here and sold under the same name. Hardly in the tradition of highest ethics, I would have thought. But I can't quite make out why he is so up-tight about Unichem's notice for non-importing pharmacies.

I don't import for a variety of reasons: *One*, I don't particularly trust importers who are not known to me . . . or worse still . . . are. *Two*, the products are packed differently or are labelled in a foreign language. This may be alright for toothpaste, but isn't good enough when we have the home grown product available and the patient knows and trusts it (and we are paid to supply it). *Three*, it doesn't seem honest. *Four*, the hassle.

But underlying all is the fear that unless we buy, we shall lose terribly from a Government clawback across the board. Well, I'm sick of this, but suggest we have the remedy in our own hands. The charter of the Society states it is set up to protect the interests of pharmacists.

Therefore, it seems to me that pharmacist contractors who do not parallel import have only to ask the secretaries of local branches to call meetings at which members who are willing to open their books to independent auditors (retired pharmacists?) to prove their claim, would sign sworn statements. These, together with similar documents from those operating as companies (purely to add weight) would be forwarded to Lambeth, demanding that the Society inform PSNC that it will take court action if necessary, to prevent snatchback falling on members who have not had the hidden profits.

Of course it will cause problems. But my understanding is that DHSS is notified by importers anyway, and records are kept which are open to DHSS inspection, so the answer lies in the DHSS's own hands. As for sending your name and £2 to RPA . . . better post it to Mickey Mouse. Or me!



# The curtain rises on 'the changing scene'

In all European countries national governments are putting pressure on drug prices. The Portuguese Government is studying legislation proposing a four-tier reimbursement list based on therapeutic criteria.

In Italy the number of products which can now be freely prescribed has been reduced to approximately 250. Some 2,500 products are available where the patient has to pay a contribution. But as a result of new regulations a further 2,500 products have been removed from the Italian list of "free drugs" and the patient now has to pay the full cost if they are prescribed.

It is believed this will have the effect of reducing the drug bill by approximately one-third. There have been similar moves in Germany where the number of products on the prescribed list has also been reduced.

In Finland all drug prices are state controlled. In addition there is control over product registration which can take two and a half years. It may not be cause and effect, but there are only 3,600 registered pharmaceutical preparations.

Belgium has renewed its tough drug control legislation. And in January 1983, Japan reduced the drug reimbursement prices by 4.9 per cent.

## 'Parallel' problems

The problems created by parallel importing in Europe have continued to grow, particularly the longer term effect. Last year we saw the introduction of a new list in Germany reducing the price the retailer could claim for parallel imported products by 15 per cent. This is still the subject of litigation. And over the past 12 months, the number of new product launches in France, Italy and Belgium have decreased; the price structure for drugs is unsatisfactory and there is a danger that the products will be exported.

In the United States the cost of health care has been rising at approximately 25 per cent per annum over the last two to three years. A large part of this cost is borne by companies who pay the health costs of their employees. This cost increase has reached the point where it is significantly affecting the profitability of some of them and so they are looking at ways and means of reducing the cost.

Some of the ideas being tried include: employing health maintenance organisations to help keep the employees fit;

**Vestric manager director Peter Worling outlined new developments in pharmacy around the world in the opening paper to the 150 or more delegates attending the company's third Convention, held in Mainz last week. Many of the changes in other countries have a bearing on the future of pharmacy in Britain, said Mr Worling. Hence the theme of the Convention — "The changing scene".**

contracting out the supply of prescriptions and health care sundries at a fixed rate per head to cover employees and their families, and mail order prescriptions. Pharmacists aren't very happy about some of the schemes.

Although the independent pharmacists in America have had a tough fight, many of them are surviving and growing. The conditions which helped the drug chains to develop and expand are now tending to peak out. The increasing cost of money makes it more difficult for them to finance new chains. The rising cost of petrol makes it less economic for the shopping public to travel long distances and the shoppers are tending to use the local stores more.

Looking at the statistics recently made available in the "Lilly Digest" for 1982, we can see the trends. For many independently

Peter Worling speaks out at the opening session



owned retail pharmacies 70 per cent of their turnover comes from dispensing. Providing the pharmacy is not too small — and a \$200,000 turnover appears to be the minimum — the fees they are being paid for dispensing and the price they can charge enables them to operate economically and make worthwhile profits.

The wholesaler sponsored voluntary chain is a solution to many independent retailers' problems and continues to develop satisfactorily. The many services which are offered by American wholesalers are being used more and more, particularly electronic order entry and the price label programme. This is now getting on for 90 per cent usage in the American market. I think one of the things which has surprised and disappointed me about Vestric programmes has been the slow up take of the OTC price labelling programme.

## Accurate pricing

Certainly they are able to increase their net profit by about 1 per cent. This is because it improves the accuracy of pricing and ensures they sell the products at a price, not only above the price at which they paid for it, but at their calculated profit levels. With the constant change and fluctuations in price within the OTC sector, this is a very important part of the programme.

If we look briefly at some of the other trends which Vestric have been following over the past year, I think you will see how they fit into our own market and how we can develop and adapt them to help us succeed.

The first interesting development is the continued growth and strength of Vantage own-label products. The pharmacist must have something to offset the development of own-label in the grocery and drug store chains. He must also offset the introduction of the "basic" brands which some grocery chains have been pushing.

There is little doubt that we are following an international trend. In Japan most prescriptions are filled by doctors and the pharmacy has to rely on its business in OTC products and particularly the development of health products, vitamins and counter medicines for its success. "SS", which is the second largest OTC medical manufacturer in the country, has 300 own-label brands which it supplies to 25,000 stores on a franchise system. You have to be members of the programme in order to get this SS range of 300 products and the pharmacists are keen to do so because of the prestige which these quality own-label products have created for pharmacy.

We see the same trends in the United States where the chain stores are following an own brand policy. The benefits they find are that their customers often decide which shop to go to because they like the own

*Continued on p596*

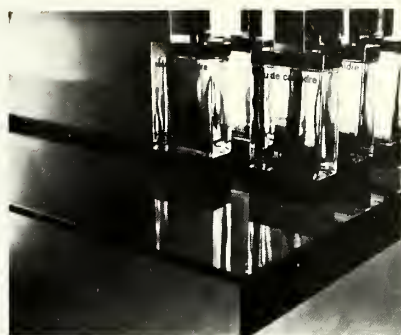
*Chemist & Druggist 31 March 1983*



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**BEANSTALK**



Continued from p594

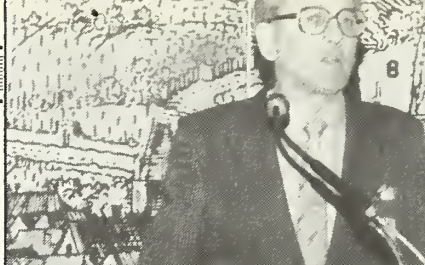
brand products which are available. In some cases the brands are directly competitive with supermarket products and help to win customers over from supermarket shopping. Own brands are very important in helping the customer recognise your shop and it builds a bond between your pharmacy and the customer. There is no other way of doing that.

Another area is the possible development of home care — this does not apply quite so strongly to the UK as it does in the United States — and includes appliances, incontinence pads etc.

One area which is certainly well worth developing is the health food market. We have given you support with the development of Healthtime. The parallels in the United States have been very successful. There, the independent pharmacist has retaliated against the grocer and food store taking in his products by putting in convenience food sections. He only needs to carry those convenience foods where he can make a reasonable gross profit and which the shopper will buy when he is open for late night dispensing.

We will continue our programme of computer development for both retail and hospital pharmacy. We have now introduced the most advanced pharmacy computer Link III (see p635.)

Our future is your future and we are dedicated to continuing to develop our systems and procedures to support you in the competitive market place in which you have to make your living. "Asunder we are nowhere," concluded Mr Worling.



Dr Geoffrey Booth paints a bleak picture for UK pharmacy.

dental charges.

If prescription charges accounted for the total £80m increase they would need to be raised by around 90p to £2.50. [Calculating that 30 per cent of the 300 million scripts dispensed each year are still paid for.] However, the likelihood is that the Government will fight shy of this and put the charge up to £2 only with the remainder to be collected through increased dental charges, Dr Booth said.

The same Government plans show FPS charges are contributing an ever-increasing share of the gross cost of NHS services in England: in 1978-79 1.63 per cent (£105m), and 2.54 per cent this year (£344m). In the same period expenditure on health and personal social services in England has increased at a much reduced annual rate falling from a 20 per cent increase in 1979-80 (to £8,899m) to just 5.1 per cent for the current year (to £15,421m). However the retail prices index has fallen too — from 13.4 to 4.5 per cent in the same years. Out of the £15,421m spent on health and personal social services £2,885m will go on FPS services.

Dr Booth had a tip for pharmacists opening new businesses. FPS expenditure went mainly to pharmacy and the old people took the greatest share of this. "As soon as they start getting 'upwards', encourage the old people into your shop . . . One of them aged 65 and over is statistically equivalent to three of the rest of us."

Turning to the chemist's counter trade, Dr Booth painted a none-too-rosy picture. From 1978 to 1983, although by value chemists sales had increased by an index of 169 (100, 1978), by volume the index had decreased to 98 last year. In fact the percentage of family income spent on medicines, surgical goods, toiletries, cosmetics, optical and photographic goods is static at around 2 per cent.

Gross counter margin had also fallen steadily for both multiples and independents from 31.2 per cent in 1950 to 25 per cent in 1980. For NHS prescriptions, the gross margin had also shrunk from 54 per cent in 1949 to 20.9 per cent last year — the figure has been static at around 21 per cent for the last five years. "I can see it coming down but I can't see it going up at all", said Dr Booth.

Script numbers had also stabilised

around the 300 million mark since 1979 when charges were reintroduced. Numbers would probably go down again after any charge increase next year or at best hold steady.

Dr Booth said that the tight control of public expenditure is not going to get any easier. "I doubt it will cope with the demographic changes and simultaneously maintain the current standard.

"The strong Government influence on fundings will not make life easier for the margins of manufacturer, wholesaler or community pharmacist."

The community pharmacist should place emphasis on overall margin because present margins would be difficult to maintain. To obtain the advantages of scale enjoyed by the multiple the independent needed to apply a cohesive co-operative effort to maximise sales, margins and customer flow. "The Convention appears to set a base for such a programme", Dr Booth concluded.

## Golden times are over in Germany

**German pharmacy was cushioned from the need to merchandise and market until the '80s by 20 "golden" years. However, those times are past and progressive pharmacists are now looking to "supplementary" lines to increase customer flow and profit. Dr G. Kellerer of the Verlag Medical Tribune told the Convention.**

From 1960-70 the average growth rate per pharmacy was 12 per cent reducing to 8.5 per cent over the next decade. The mean annual increase in the number of chemists shops was 200 and 450 respectively in each decade.

The chemist's average annual turnover of £80,000 in 1960 had risen to £320,000 in 1980 (£375,000 in 1983). Prescription drugs accounted for 75 per cent of this turnover, non-prescription medicines 20 per cent, and supplementary lines 5 per cent.

The numbers of supplementary lines permitted for pharmacy sale are strictly limited by Federal Laws. They include dressing materials, baby care and nursing

## Script charges to go up to £2.60?

**Dr Geoffrey Booth examined the economic influences of Government policy on community pharmacy practice. One of his more startling conclusions is that next year script charges could increase to £2.50 — although £2 is a more realistic figure.**

The Government's Expenditure Plans, 1984-85 to 1986-87, show that it plans to raise an extra £42m (£386m) for the fiscal year 1985-86 through charges in the Family Practitioner Services. As there will be no income from optical charges then, Dr Booth said a further £38m will have to be raised through increased prescription or



items, hygiene and body care products, dietetics, health foods and juices. During the 20 good years — the "Golden Twenties" — the pharmacist was able to neglect this group. Being a university graduate he adopted an arrogant attitude to their sale. Pharmacy also had an expensive image. A German describes any high priced item or service as having a "pharmacy price".

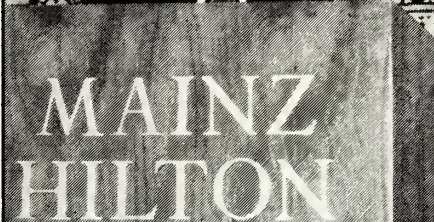
Then came a turning point and problems for the pharmacist. The State exerted pressure on the physicians' prescription practices, fixed the maximum rates for drugs and excluded certain indications — common cold, laxatives and travel sickness — from the prescription list. Meanwhile the numbers of pharmacists went on increasing — there are now 16,700 shops, one per 3,600 of the population — but pharmacy sales were stagnant. Economy-priced generics made advances. Also competition for the supplementary lines increased from supermarkets, drug and department stores.

The German pharmacist was forced to give up his passive role. He turned to the supplementary lines because he was able neither to increase the number of scripts or encourage the public to buy the too-expensive non-prescription drugs.

Around 1,000 chemists are now aggressively marketing supplementary lines and succeeding. The lines stocked depend on the neighbourhood, the competition, and the pharmacy, and are as varied as necessary. The self-selection areas have been enlarged and products "blocked". Exclusive lines are priced to yield a higher margin than "generally available products" which are priced to attract. The window display has been resurrected and monthly advertising introduced.

Customers are being attracted back into the pharmacies by the assortment of supplementary lines and medicines for self medication. These progressive chemists are not complaining about decreasing profits. And the chemists' market share of supplementary lines is increasing along with

Dr G. Kellerer put German pharmacy in perspective.



Marketing manager John Kerry gives the good news about 'First Lady'.

customer flow.

There will be a movement from the homogeneous type of pharmacies of the past. In the next five to ten years, Dr Kellerer predicts that "conservatives", just supplying drugs, and the "progressives", aggressively pushing supplementary lines in order to be successful with drugs, could split 50:50.

## Vestric's 'no 1' hit for pharmacy ...

**"First Lady" is a major national promotion to be launched by Vestric through mainland pharmacies at the end of May with backing from the TV Times. The primary aim is to build "traffic" for the independent chemist and to act as a publicity "flagship" for Vestric.**

Community pharmacists will offer women entry forms at POS to a competition to find a woman who best embodies all that is essential for "looking good and feeling great" — one who makes the most of herself, with style, diet, health and beauty as the judging categories.

The promotion, one of the largest ever through pharmacy, is funded by well in excess of £100,000. It will be launched to the trade in April.

The competition is backed by 00 major companies who will be featuring one major product each throughout the "First Lady" promotion with special deals. Each entry form carries a list of these products and, when stamped by the pharmacist, admits the customer to a further competition with major prizes, such as a car. POS material includes window displays.

Coupons that can be redeemed only through a "Vestric" pharmacy will be included in "First Lady", an 80 page full colour magazine (65p) to be launched by the TV Times through newsagents in June. The initial print run is 150,000 and some chemists will carry sample copies. Each sponsor's product is exclusive in the promotion.

The major sponsors include Bristol Myers (Nice n' Easy), Beechams (Jovan Andron), Warner-Lambert (Fashion Style), Wella (IQ), Crookes (Sweetex Plus), Chesebrough-Ponds (cream and cocoa butter), L'Oreal (Free Style mousse), Gillette (Silkience hairspray). Second level sponsors include Smith & Nephew (Nivea Sun and Limara), Crookes (Hermesetas Gold and Crunch n' Slim), Gillette (Aapri), Wilkinson (Cressida), Beechams (Body Mist 2) and Albion Soap (Simple). Negotiations to secure further sponsors are still underway.

The editorial will be directed at advising a woman how to make the best of herself and include features on Nanette Newman and Jayne Torvill. Only sponsoring companies can advertise in the magazine which will carry 24 pages of advertisements.

During June, Vestric say there will be further coverage of the competition on local radio and in newspapers as well as in TV Times. Closing date for entry is mid-July with follow-up publicity continuing into August prior to regional finals in September and the final in October. Vestric are negotiating to get the trials on national television.

## ... plus OTC range

**Vestric are to launch the Family Health range of OTC medications in April to both Vantage and Vestric customers.**

The initial range of ten products is manufactured for Vestric by a variety of companies who supply it in packaging bearing a logo of a family of four in the usual house colours — orange, green, blue and white. There will be a full range of POS material suitable for the mix of P and GSL products.

Retail development manager Alan Turner told the Convention the range comes in "reasonable size outers, sells at a reasonable price and has a good profit margin". The range includes a toothache tincture, foot ointment, embrocation cream, fly repellent, verruca ointment, cold sore cream, antiseptic cream, gripe mixture and paracetamol tablets. Vestric say they have plans to extend the range.



# Good news on two fronts from PSNC

**A claim for a £4,000 rise in a proprietor pharmacist's notional salary to £18,263 has been submitted to the Department of Health by the Pharmaceutical Services Negotiating Committee. And Mr Mike Brining, its financial executive, predicts that the discount clawback may soon be wiped out.**

The salary claim was based on a report by management consultants Hay MSL, Mr Brining told contractors at the Buckinghamshire LPC meeting last week-end. The report was commissioned by PSNC in November 1982 and was received at the end of last year.

The present basic salary of £10,203 was now larger than the average pay for non-manual workers as revealed by the new earnings survey, Mr Brining said. With additional hours and superannuation increments the present notional salary is £13,320.

The new claim is for a base salary of £14,392. Hay MSL recommended an adjustment for the additional hours worked of £633 and an adjustment of £504 for "lost" holidays — only 15 days are taken on average by a proprietor compared to 24 days by others. Present superannuation is at 8 per cent. PSNC has long argued that this was totally inadequate to provide retirement benefits. Benefit value comparisons made by Hay MSL suggested a figure of 19 per cent of base salary.

This brings the salary claim up to £18,263, which, said Mr Brining, was "a major increase in negotiating terms which it is unlikely the Department is prepared to agree with, so the matter may well end up with the Review Panel."

Proprietors' notional salary	
Base salary set at	£14,392
Adjustments be made to recognise	
i) relatively longer working hours — 4.4% of base salary equivalent to	£633
ii) shorter holidays — 3.5 per cent of base salary equivalent to	£504
	£15,529
(c) Contribution of 19 per cent be applied to the base salary to cover superannuation and other benefits equivalent to	£2,734
	£18,263

Turning to the discount clawback Mr Brining gave contractors a review of the present situation. As at June 1983 contractors owed £68m in retrospective discount — after running on for another month this rose to £71.5m. "Since then we have been living under a fair sized cloud."

However the sum had since been reduced by half. A £1.4m sum was

negotiated to offset the price reduction in pharmaceuticals last August. An inquiry into distribution costs produced £16.9m up to the end of July 1983, and £4m was negotiated for the period October 1980 to February 1981 when notional pricing was in operation and discounts at a lower level.

A sum of £0.7m has been written off by the Department in respect of new contractors. With the £15m set aside as a balance sheet reserve in June 1981. This brings the figure owed by pharmacists down by £38m to £37.7m as at July 1984, or around £4,000 per contractor. If repayment was spread over two years it would be equivalent to a 1.4 per cent surcharge.

Good news has come out of the labour and overhead costs inquiry which took place last year, he said. PSNC has received the part relating to the labour cost element, showing that costs approximate to 57.5p a script, which he described as a "quantum leap" from the old figure of 49.5p. Retrospection would be working in our favour in this case, he said, as the 8p increase applies from January 1983.

"We can attribute the difference between these two figures to the increased proportion of time being spent on NHS activity. Pharmacists are getting out into the front of the shop and are talking to patients and giving advice. You are being paid for that advice."

The time a proprietor spends on NHS activity has increased from 81 per cent, that of a manager from 83 to 90 per cent, and that of an assistant pharmacist from 85 to 95 per cent, the inquiry showed.

On the overheads side of the inquiry rather less money was involved — about 20p a script said Mr Brining. PSNC expects to get the final details in about eight weeks.

Mr Brining accused the Health Minister of abusing procedure over the Review Panel. The PSNC had sought a meeting with him last May over the profit margin — with the Franks formula running until the end of 1983. Instead the Minister had referred the matter to the Review Panel. "We have not seen the Department's case. If we have not



Conference chairman Mr Peter Smith (left) and PSNC financial executive, Mr Mike Brining, who spoke on "You and your money".

seen it we have not had the opportunity to reject it, and if we have not rejected it there is no dispute and the panel cannot resolve it. We are anxious for the new panel to evolve their own thinking on the subject and come up with their own formula," he said.

The PSNC has argued that unaccepted endorsements are a negative discount and should be offset figure. "The DHSS is refusing to budge on this and it looks as though it may end up with the Panel," said Mr Brining. The news on labour costs, fed through the balance sheets and taking effect retrospectively from January 1983, would create an underpayment of £30m in contractors' favour by the end of June '84.

Clearly this figure is starting to converge with the round figure of £37m owed to the Department by contractors, Mr Brining said. The new discount scale could be introduced with a surcharge and an increase in remuneration could be negotiated, he suggested.

"Alternatively it is not beyond the realms of possibility for the Treasury and the Department to get together and say this has all the makings of 'wipe-the-slate-clean mark two'. Would it not be rather convenient if on July 1 we were to add in a figure of £7m (which by an amazing coincidence is the amount we are claiming on unacceptable endorsements), and it would all be behind us. It would solve the problems of the new contractors and those whose business has grown in size over the last four years. I am putting my money on wiping the slate clean," said Mr Brining. "The whole question of discount clawback could disappear."

Mr Brining also touched on the rumour cut in suppliers discount rates by 3.4 per cent. If there is a cut of that magnitude it has got to be reflected in the scale, he told the meeting. "There can be no question of the Department saying we will have another inquiry. We have an agreement in principal with the Department, but not in detail, which must be regarded as disturbing."

On the prospect of a clawback due to parallel imports, Mr Brining said that recovery on an averaging basis across all contractors was unacceptable. "Any recovery must be on an individual basis. There is no logical justice in penalising the majority for the activities of a few." He also believed there would be no retrospection.

More **Conference Reports** on p603

*Chemist & Druggist* 31 March 1984



# Pharmaton®

## The Healthtime Capsule

# Much more for your customers much more for you

In the massive vitamin market, Pharmaton Capsules stand out by being the **most comprehensive** and the **most profitable**. With a **UNIQUE** formula of vitamins, minerals, trace elements and standardised Ginseng extract G115, Pharmaton Capsules are the stronger alternative to an average multi-vitamin, and are only available in chemists.

### Consumer Advertising

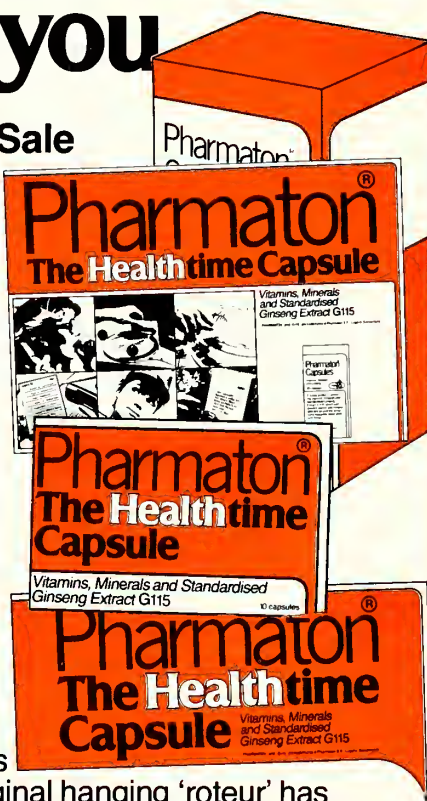
Research has confirmed Pharmaton's unique position in the market place and highlighted a strong consumer demand. The advertising in '84 has extended the 'Healthtime Theme' with added visual impact.

A series of advertisements are running throughout the year in the Daily Mail, Daily Express, Mail on Sunday, Woman & Home and TV Times.



### Point of Sale

To help draw your customers attention to Pharmaton Capsules a range of P.O.S. materials is available to cater for your own in-store requirements. A 'larger than life' dummy box is available for window displays, a selection of showcards for counter-displays and a highly original hanging 'roteur' has been designed as a unique device for this unique product.




### Exclusive to Chemists

As a 'P' licensed product Pharmaton Capsules are **ONLY AVAILABLE IN CHEMISTS** and as such are an exclusive source of profit in this healthy market.

"PHARMATON" and "G115" are trademarks of Pharmaton S.A., Lugano, Switzerland.





A man with short, light-colored hair, seen from behind, is sitting on a pink towel on a beach. He is wearing a white button-down shirt. In front of him, to the left, is a glass of dark beer with a white head. The background shows a calm blue ocean under a bright blue sky with scattered white clouds. Palm trees are visible on the horizon.

**“Do you think  
those Bergasol  
ads work?”**

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Why else do you think that after four years of our famous campaign we're spending more on it than ever before?

85% of women in search of a tan this year going to see the ad.

And because we're selling it only through chemists, they're going to be coming to you





**“Don’t you?”**

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As always, you can return whatever you haven't  
d, so you won't get left with any stocks.  
Not that that's ever been a problem in the past.

**bergasol**  
It makes you get rich quick.





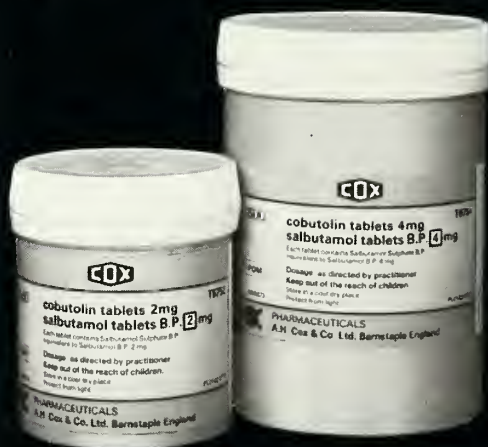
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tablets 2 & 4mg

Salbutamol BP

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- Produced to the same high-quality standards associated with the Cox generic range.
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New from Cox Pharmaceuticals



CB/J/1-84 8311/8282



## PPRS creates split in industry

**Changes in the promotional allowances available to manufacturers under the Pharmaceutical Price Regulation Scheme are going to create an elite top 15 companies, Dr Brian Cromie, chairman of Hoechst UK Pharmaceutical Division, told pharmacists at the Buckinghamshire LPC conference.**

"As from April 1 we have a situation where if you spend more than your promotional allowance the amount is added to your notional profit, and has to be paid back to the Government. The top 15 companies are quite comfortably placed as they have large enough promotional budgets. The remainder do not have sufficient to run a full field force, and there is nothing they can do about it. You cannot bring in money from your parent to build up your UK business, you are not allowed to use up your profit as it has to be paid back, you cannot invest in research and production as that allows your profit target to go up but it does not give you the sales to get there, and you can't even reduce your prices because your promotional allowance goes down and you are even worse off," he said. "It is a very anti-conservative measure by a Conservative Government to squeeze small and medium size companies in such a way that they cannot grow."



Contractors at a well attended Bucks LPC conference last Sunday heard three speakers, from the PSNC, the pharmaceutical industry and the NPA.

Dr Cromie said the PPRS had become an artificial and contrived system and produced some odd prices within the UK.

Parallel imports hit the UK licence holder twice, he argued. There is the loss of the sale and the loss of promotional allowance as sales have fallen. "The demand

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Dr B. Cromie, chairman of Hoechst UK Pharmaceutical Division, and on the ABPI board of management.

we have created is filled from overseas and we are penalised because our promotional allowance goes down."

An educational public relations campaign to alert people to the benefits and needs of the industry was a high priority for the future, he suggested. Another was the need to introduce original pack dispensing.

"Every other European country has original pack dispensing, and when I think of the time and trouble spent on proving stability in packaging, only for it to be taken out and put into another bottle..." It would give the pharmacist more time with his patients by cutting down dispensing time.

Promotional standards need to be maintained, but that will never be possible without the support of the British Medical Association, Dr Cromie argued. "A section of doctors try and push up the level of hospitality in a way that makes it quite difficult for the representative on the ground," he said. "There are some very greedy doctors about and not just for hospitality."

But all other problems pale into insignificance compared with the problem of patent erosion, Dr Cromie said. New medicines go on the market with only around eight years of patent life left, and this is likely to decrease. Nineteen years of worldwide sale are needed to recover investment for the average product, but generic prescribing means patent life is often the total life of a product.

If Europe and the UK does not follow the US in extending patent life to 14 years from marketing then R&D will be discouraged and US based companies will push out all others, he predicted.

Dr Cromie acknowledged the industry had a bad public image. There was an underlying feeling that it was "bad" to make profit out of illness. Because most dispensing was broken bulk manufacturers remained anonymous. An emotive media, combined with the fact that the industry "was so damned apathetic and only responded to errors" meant it had few friends, he said.

Dr Cromie is also a member of the board of management of the Association of the British Pharmaceutical Industry.

## Fighting off the challenges...

**One of two new advertisements planned for the National Pharmaceutical Association's publicity campaign was revealed by NPA chairman Mr Donald Ross last weekend.**

Shown to contractors at the Buckinghamshire LPC conference, it shows a mother with a baby in her arms looking at rows of supermarket shelving, and carries the catchline: "Try asking a supermarket shelf what it recommends for teething."

The advertisement has been approved by Boots, Mr Ross said. (The second advertisement adopts the theme that the advice you get from your pharmacist before you go away for a holiday is as good as that you get from your travel agent).

Mr Ross spoke of the threats facing pharmacy. "The Nuffield Inquiry will bring any shortcomings to the surface," he said, "and any exaggerated claims we make for ourselves will be exposed."

The NPA would oppose any attempt to lower standards. "It is gratifying that the work of the Society in raising, not without some opposition from pharmacists, the standards of practice and education has given us a better starting point than was formerly the case," he commented.

The profession does enjoy some privileges though. "The fact that we are being given the opportunity to sell more P medicines suggests we are not abusing our trust. I applaud this trend," said Mr Ross. "It is up to us to recommend these new lines."

He also put in a word for rational location. "The network of pharmacies must be kept intact, with an economically balanced number in each area." He urged continued support for pharmacists for resale price maintenance.

Mr Ross criticised the lack of fight from LPCs when faced with applications by doctors to dispense. He encouraged them to make representations, and pointed out that the alternative to the Clothier regulations was nothing.

The NPA advertising campaign was an important way of fighting off the challenges facing the profession, he suggested. An IPC survey had shown that the number of people asking the pharmacist for advice about medicines had risen from 37 per cent in May of last year to 58 per cent in November. However Mr Ross did say: "We are a bit unhappy at the poor level of use of the material we have sent out. The sponsoring manufacturers are disappointed, and feel they are not getting the value for their money."



## Imunovir tabs

**Manufacturer** Edwin Burgess Ltd, Longwick Road, Princes Risborough, Aylesbury, Bucks HP17 9RR

**Description** White, ovoid tablets each containing 500mg inosine pranobex

**Indications** Management of mucocutaneous infections due to herpes simplex virus (type I and/or type II)

**Further information** The product demonstrates anti-viral activity and has an immunopotentiating action in viral diseases

**Dosage** Usually 8 tablets daily for 7 to 14 days

**Contraindications, warnings etc** Use with caution in patients with renal impairment, a history of gout or hyperuricaemia. The inosine component is metabolised to uric acid. Avoid use in pregnancy

**Packs** 100 tablets (£38 trade)

**Supply restrictions** Prescription only  
**Issued** April 1984

## Motilium suppositories

**Manufacturer** Janssen Pharmaceuticals Ltd, Grove, Wantage, Oxon OX12 0DQ

**Description** White suppositories each containing domperidone 30mg

**Indications** Symptomatic relief of acute nausea and vomiting in adults from any cause. Not recommended for children unless indicated for management of nausea and vomiting following cancer chemotherapy or irradiation. Not recommended for chronic administration

**Dosage** Adults: Two suppositories at 4 to 8 hour intervals. Children 1 suppository at 4 to 8 hour intervals

**Contraindications, warnings, etc** As for other preparations of domperidone

**Packs** 10 suppositories (£2.64 trade)

**Supply restrictions** Prescription only  
**Issued** March 1984

## Lasma tabs

**Manufacturer** Pharmax Ltd, Bourne Road, Bexley, Kent DA5 1NX

**Description** White capsule shaped tablets imprinted "Pharmax" one side and single scored on the reverse. Each contains theophylline 300mg in a sustained release formulation

**Indications** Treatment and prophylaxis of bronchospasm associated with asthma, emphysema and bronchitis

**Dosage** Two tablets every day after food. Patients of 70kg body weight or more

should take three tablets daily after one week. Alternatively one tablet may be taken every 12 hours. Dose may be increased by half tablet increments

**Contraindications, warnings, etc** Use with care in patients with cardiac arrhythmias, peptic ulcers, or severe hypertension. Cardiac failure or hepatic dysfunction decreases theophylline clearance and patients with such conditions should be carefully monitored. Should not be used concurrently with other xanthine derivatives. Safety in pregnancy not established

**Packs** 100 tablets (£9.80 trade)

**Supply restrictions** Pharmacy only  
**Issued** April 1984

## Loestrin 30

Parke-Davis' contraceptive range has been increased with the addition of Loestrin 30 tablets (£23 per outer of 20 excluding VAT). Each tablet contains norethisterone acetate 1.5mg and ethinylloestradiol 0.03mg, and has the same indications, dosage etc as Loestrin 20. *Parke-Davis Research Laboratories, Mitchell House, Southampton Road, Eastleigh, Hampshire SO5 5RY.*

## New formula for Aludrox

Wyeth Laboratories have reduced the sugar content and added magnesium salts to counter the astringent properties of aluminium hydroxide in a new formulation of Aludrox tablets, now coming available.

Stocks of the old tablets are exhausted.

The new tablets which are white, flat, bevelled edge and 12.6mm in diameter. One face is marked "Wyeth" and the reverse is plain. Each tablet contains aluminium/magnesium carbonate co-dried gel 282mg and magnesium hydroxide BP 85mg.

Wyeth claim the new tablets are faster acting in the treatment of hyperacidity. They are also less liable to cause constipation than the old tablets.

Although primarily used as an antacid, Aludrox tablets have been used to reduce serum phosphate levels in the treatment of calculi and in patients with renal failure on dialysis as the aluminium hydroxide absorbs phosphate ions. The new formula tablets are no longer suitable for this purpose.

The new formula tablets (GSL) remain in packs of 60 but are blister packed instead of in cellophane strips of 10. Prices are unchanged. *Wyeth Laboratories, Huntercombe Lane South, Taplow, Maidenhead, Berkshire SL6 0PH.*

## Evans generics

Evans have introduced generic presentations of naproxen tablets 250mg (250, £22.08 trade); salbutamol tablets 2mg (500, £4.60 trade) and 4mg (500, £8.80 trade), and salbutamol inhaler 100mcg per actuation (£2.15 trade).

Naproxen tablets are white and circular, engraved with the Evans logo on one side and "277" and strength on the other, separated by a break line. A pack of 100 tablets is to be introduced shortly.

Salbutamol tablets are pink and circular, engraved with the Evans logo on one side and "269" (on 2mg tablets) or "271" (on 4mg tablets) together with the tablet strength on the reverse.

Finally the Salbutamol inhaler contains 200 doses. It has an orange cap with a white actuator. *Evans Medical Ltd, The Old Post House, London End, Beaconsfield, Bucks HP9 2JH.*

## BRIEFS

**MST tablets in 60s:** Securitainers of 50 MST Continus tablets are being replaced by blister packs of 60: 10mg (£7.98 trade); 60mg (£37.37 trade), and 100mg (£59.17 trade). *Napp Laboratories Ltd, Cambridge Science Park, Milton Road, Cambridge.*

**Phasal from Lagap:** Phasal tablets are now marketed by Lagap Pharmaceuticals. The product is available in packs of 60 (£1.95 trade) and outers of 10 packs (£19.10 trade). The 100 and 500 tablet packs have been discontinued. *Lagap Pharmaceuticals Ltd, Old Portsmouth Road, Peasmarsh, Guildford, Surrey GU3 1LZ.*

**Cordarone X renamed:** Labaz Sanofi's Cordarone X 200mg tablets have been renamed Cordarone X 200 and a 100mg strength is now available — Cordarone X 100 (30, £5.50 trade). Distributed by *Reckitt & Colman Products Ltd, Pharmaceutical division, Dansom Lane, Hull.*

**Imferon data sheet changes:** Imferon is now indicated for "parenteral treatment of severe iron deficiency anaemia." Intravenous injection or total dose infusion may be used if essential and such use must be confined to hospital treatment. For changes to dosage recommendations see manufacturer's data sheet.

Changes to warnings include a note of increased sepsis, which has been reported when the product is given to Polynesian neonates. For other changes see manufacturer's data sheet. *Fisons Plc, Pharmaceutical division, 12 Derby Road, Loughborough, Leics LE11 0BB.*



## Limara update with two new fragrances

A new look and two new variants are the main changes in the relaunch of Limara bodysprays by Smith & Nephew.

Available since May 1981, Limara is being relaunched to meet "the changing needs of today's bodyspray consumer ... asserting a new challenge for long-term dominance" of the market.

Six of the eight perfumes now have an individual pack design for ease of identification. They are yellow moon, green summer, oriental garden, romantic fantasy and the two new additions golden mystery and elusive dream. Prices remain at £1.21 for a 75ml can. With the launch of the two variants, S&N believe they have covered all popular trends offering something for every taste. In blind tests the two new variants are better than the three most popular fragrances currently available from the other leading manufacturer, say S&N. "The adventurous appeal of Limara has previously been most attractive to the younger sector of the market. However with the broader appeal of the 1984 Limara range, we plan to extend our franchise to the older bodyspray consumer, while still enticing younger girls who tend to be the heavier users, into the market." To support the relaunch there will be a heavyweight TV campaign — details to be finalised — with a radio burst scheduled to run on London's Capital Radio during June and July.

For display there will be a free shelf display tray holding 6 of each variant also shelf strips and a pre-pack holding six of each variant — special prices for which are available from S&N reps. Front cover sampling on the June issue of *Look Now* will also be carried on the September issue of *19. Smith & Nephew Consumer Products Ltd, PO Box 81, Hesse Road, Hull.*

## Unichem in April

Unichem's fourth Golden Dozen promotion will run throughout April. Products included are Alberto Balsam shampoo, conditioner and Alberto deep conditioner, Baby Wet Ones, Brut 33 antiperspirant, double protection and deodorant spray, Cussons Pearl soap, Kleenex for Men, Pagan Man antiperspirant, Poly foam perm, Rennie, Sure, Snugglers, Vosene shampoo and Vespere towels.

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The members offers promotion will run at the same time on Alberto VO5 styling mousse, Amplex roll-on, Amami styling lotion, Astral cream, Aspro Clear, Angiers junior aspirin, Colgate dental cream and blue minty gel, Durex, Cuticura talc, Dentinox gel, Duracell batteries, Elnett hairspray, Erasmic shave foam, Feminax tablets, Flex shampoo and conditioner, Gillette GII and Contour cartridges, Hedex tablets and Seltzer sachet, Handy Andies, Head and Shoulders, Ingram shaving cream, Mum Quick Dry, Promise press-on towels, Pennywise towels, Pin-up perm end curl, Pears shampoo, Ponds cold cream, dry skin cream, vanishing cream and light moisturising cream, Panty Pads, Sensodyne toothpaste, Super Wernets, Silkience shampoo, conditioner, anti-dandruff shampoo and hairspray, Softly Blonde, Sunsilk hairspray and shampoo, Toni perm, Tender Touch puffs, Topol toothpaste, Vidal Sassoon shampoo, finishing rinse and re-moisturising cream, Wilkinson Sword bonded, profile and WII blades, Whistling Pops, Yeastvite, Phyllosan, Quickies face, eye and nail varnish remover pads, Bisodol, Deep Fresh bath salts, Pharmaton capsules, Special Recipe and Iron Jelloids.

Sundries on offer are Thermos flasks, Unichem sponges, the Griptight nursery range, Feverscan, Croydex bathroom range and Newtons chiropody sponges. *Unichem Ltd, Unichem House, Cox Lane, Chessington, Surrey.*

## Hygi and Zero

Seton Products are now distributors of Hygi Hankies (£0.45 per pack) and the Zero ladies throwaway pantees (£0.65, pack of three). *Seton Products Ltd, Tubiton House, Medlock Street, Oldham, Lancs.*

## Everett move on

The responsibility for manufacture, marketing and sales of the Everett medical products has been transferred to Avon Medicals Ltd, part of the Smith & Nephew group, from Hinders-Leslies. *Avon Medicals Ltd, Moons Moat Drive (North), Redditch, Worcs B98 9HA.*

## 'Double bonus'

Typharm are offering a "double bonus" on Verucur gel and Effercitrate tablets during April. Chemists are offered 13 as 10 with a minimum of 10 of each product. *Typharm Ltd, 14 Parkstone Road, Poole, Dorset.*

## Wet Ones updated

Baby Wet Ones have been reformulated and are to be supported by a £1.5m national television and Press campaign in *Mother and Baby*.

The "new formula" wipes now include chlorhexidine and cetrimide. Television advertising starts on April 23, running for six weeks. Magazine advertising starts next month running for the rest of the year. *Sterling Health, Surbiton, Surrey.*

## Sport books and extra content

In return for a special wrapper, purchasers of 250ml Dettol Deep Fresh foam bath will receive a free copy of one of the books in the Know the Game series of sports guides.

A shrink-wrapped sleeve carries details of the offer.

At the same time, there is a 20 per cent extra contents promotion on the large size Deep Fresh foam bath. A 480ml pack is offered at the recommended price of the standard 400ml size. *Reckitt & Colman Pharmaceutical Division, Dansom Lane, Hull HU8 7DS.*

## Simple savings

During April Simple roll-on antiperspirant (50ml), liquid shower soap and liquid soap will be available at £0.20 off the recommended retail price. *Albion Soap Co Ltd, 113 Station Road, Hampton, Middx.*

## Nappy days

Peaudouce are now selling their Babyslips, Slipaid and Lovmi brands through their own chemists sales force. The operation was previously handled by Sterling Health.

"The switch should enable us to give wider coverage and a more regular service to the chemist", comments Ivan Robinson, Peaudouce's sales manager. *Peaudouce (UK) Ltd, Lockfield Avenue, Brimsdown, Enfield, Middx.*

The Ramer sponge, face-maker, is a cosmetic sponge and not a bath product as stated in *C&D* (March 10). The recommended price of Temana's new air freshener, dawn fresh, is £1.29, not as stated (*C&D* March 17, p524). The product is distributed by Chemist Brokers, Esher.



## Flower power with Bud Two

Sterling Health have launched Bud Two £0.55, a "two-way" slow release air freshener. Available in three fragrances, wild rose, apple blossom and honeysuckle, a refill sachet £0.39 is available.

"Where Bud Two is new and different", says marketing manager, Julian Coppock, "is that it is highly attractive. All other slow release brands tend to look stark and functional, while Bud Two has been designed to complement any room in the home." *Sterling Health, Winthrop House, Surbiton, Surrey.*



Elastoplast are launching a mini first aid kit in a plastic wallet. The kit contains a range of clear, fabric and airstrip dressings, together with Elastoplast antiseptic wipes, a tube of antiseptic cream and sachets of lemon fresh wipes. The kit (£2.95) will be supported with shelf edger strips and the brand's £1m national advertising campaign running May-August. *Smith & Newpew Ltd, consumer products, PO Box 81, Hessle Road, Hull HU3 2BN.*

## Cuxson activity

Cuxson Gerrard are offering an extra two wallets with every double display pack of Carnation corn caps ordered (£8.79 excl. VAT). National advertising breaks in May in the women's Press and Sunday newspapers. *Cuxson Gerrard & Co (Dressings) Ltd, Oldbury, Warley, West Midlands.*

## On-pack soap

The 12-size pack of Unichem all-in-one nappies will carry a free bar of Unichem baby soap for a limited period from April 1. Packs containing the soap will be clearly marked. *Unichem Ltd, Unichem House, Cox Lane, Chessington, Surrey.*

## More Fenjal soap and creme bath

Fenjal creme bath now has a new "look." Each of the two larger sizes have been increased to 100ml from 98ml and 250ml from 231ml without a corresponding rise in price. The 42ml size remains as before. In addition, Fenjal satin touch talc takes on the new creme bath livery and there are two new Fenjal beauty soaps — romance and provence, prices are unchanged.

The new "look" will be supported in-store by a mail-in offer of a free credit-card holder displayed on creme bath carton crownners. *Beecham Toiletries, Beecham House, Great West Road, Brentford, Middx.*

## ON TV NEXT WEEK

Ln London	WW Wales & West	We Westward
M Midlands	So South	B Border
Lc Lancs	NE North-east	G Grampian
Y Yorkshire	A Anglia	E Eireann
Sc Scotland	U Ulster	CI Channel Is
Bt Breakfast Television		C4 Channel 4

Alberto VO5 styling mousse:	All areas
Cafe Hag:	Ln,M,Y,Sc,WW,A
Cidal soap:	Bt,C4
Corimist:	M,Y,So,Lc,Sc,U
Cosifits:	All areas
Cussons Pearl:	All areas
Hermesetas Gold:	All areas,C4,Bt
Insette Mousse:	So,NE
Lady Grecian 2000:	M,Lc,Y,NE
Oil of Ulay:	Lc,Y,Sc,WW,NE,B
Oral B-Zendium:	Ln,M,Lc,So,NE,A,Bt,C4
Pretty Polly:	All areas
Reactolite Rapide:	All areas except U,Bt,C4
Silkience:	All areas
Simple soap & skincare:	Bt
Stylite mousse:	C4

## Summer scent

"En Fleur" meaning "in full bloom" is a new fragrance being introduced by Houbigant which, they say, captures the heady magic of a Summer garden. It is a floral fragrance with a hint of spice as the topnote.

The fragrance will be available in eau de toilette spray (30ml, £4.50; 60ml, £6.50) and perfumed talc (100gm, £2.95). Sister fragrance to Les Fleurs — En Fleurs, is packaged on similar lines. *Houbigant Ltd, Balcombe Road, Horley, Surrey RH6 7HF.*

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## Tree planting: natural link for Frequence

To celebrate the recent launch of the Frequence nature mild shampoo range L'Oreal, in conjunction with the Tree Council, plan to plant some 10,000 new trees. Nine locations have been selected throughout the British Isles for the scheme which gets underway with a Teddy Bears picnic at Cliveden Reach — one of the best known beauty spots on the Thames — near Maidenhead on Saturday, May 5.

Over the past 20 years the countryside has changed dramatically, with some 30 million trees being lost through disease, drought, clearance for development and because of old age. Well over half the trees in England and Wales have now died, says the Tree Council, with many of those remaining well past their prime.

Despite increases in tree plantings during the present century no more than 9 per cent of our land surface is now accounted for by woods. While this is a 4 per cent increase since the First World War, it compares badly against many other European countries where as much as 20-30 per cent of land is wooded.

All Frequence shampoo packs will carry "Plant a tree" tags. Consumers will be invited to send a tag to the L'Oreal Freepost address and in return will receive a certificate recognising their participation in the scheme together with a "20p-off next purchase" voucher. A tree will be planted for every 10 tags returned.

Frequence was relaunched just after Christmas as nature mild, which replaces the Elseve range. The four variants contain lime blossom for normal hair, wheatgerm for dry hair, white nettle for greasy hair and camomile for blonde hair. They come in 250ml bottles retailing for £1.19.

Says Helene Mukhtar, marketing manager: "The Frequence shampoo range is being promoted on a platform of natural mildness. It follows that we should link up with the Tree Council which is for the benefit of the public and at the same time is our chance to give something back to nature."

For POS, display units, a free-standing unit, shelf strips, window cards and shelf talkers are available. Women's Press advertising is currently under way and a national TV burst is scheduled to break in May.

The other eight locations where trees are to be planted are Tatton Park, Knutsford, Cheshire, Minsmere Reserve,



For every 10 tags sent in Wella will plant a tree at one of the nine pre-selected sites.

Saxmundham, Suffolk; Parkwood House, Solihull, Warwickshire, Chesham Moor, Chesham, Bucks; Golden Acre Park, nr Bramhope, Bucks; Doldmelynn, nr Colgellau, Gwynedd, Stackpole nr Pembroke, Dyfed, and Inverewe Gardens, Poolewe, Achnasheen, Rosshire. *Golden Ltd, 30 Kensington Church Street, London W8.*

## Living life to the full with Wella

Speed is the essence for people living life to the full, say Wella, who are launching a "one wash" shampoo (200ml, £1.20) and "no wait" conditioner (200ml, £1.30). Both come in two variants for normal to dry and normal to greasy hair and contain herbal extracts.

The first one million bottles have a free sachet of the corresponding product attached. POS units holding 6 of each variant which themselves come in outers of six (shampoo, trade price £4.70; conditioners, trade price £5.10). Advertising breaks in the May issue of *19*, *Honey*, *Cosmopolitan*, *Look Now*, *Options* and *Vogue* and will run throughout the year with the copyline "Beautiful hair — fast" *Wella (GB), Wella Road, Basingstoke, Hants.*



## Combe trio get ad support

A press advertising campaign for Seabond denture fixatives and TV burst for Odoreaters sees the start of a period of activity by Combe. Starting April Odoreaters display units will carry a free sports sock consumer offer and, running from June through to August, there will be a new "Fainting Dog" commercial in all areas except London, South, Westward, Border and Channel Isles.

A mixed Seabond display pack containing six packs each of the uppers and lowers will be available to the trade from April. The display will feature a 35p-off next purchase offer for the consumer. A £150,000 national press advertising campaign will run throughout the year while Lanacane, is to feature in women's Press advertising throughout the Summer. Details of trade deals for April are available from distributors *Nicholas Laboratories Ltd, 225 Bath Road, Slough SL1 4AL.*

## Here's to the next 100 years!

To celebrate their centenary, Edme have introduced an extra strong Century Ale Kit (24 pint kit, £3.48). The company has allocated £150,000 for promotional activities which include advertising in the *News of the World* and *Sunday Express*. Running on-pack is the Century Ale holiday of a lifetime competition — the winners of which will enjoy a cruise to New York on the QE2 returning on Concorde. Details and an entry form are included in the cap of every Century ale kit. *Edme Ltd, Mistley, Manningtree, Essex.*

## For the bath

Taylor of London have re-packaged their bath drops and introduced a new freesia fragrance. Packaging has been updated to give a more feminine, floral look. *Taylor of London, The Dean, Alresford, Hants.*

## Daytime care

Helena Rubinstein have developed skin life fluid care for the day (50ml, £13.50; 100ml, £21.50) which, they say, combines the essential qualities of a good moisturiser with the benefits of an effective night cream. *Helena Rubinstein, West Molesey, Surrey.*



# How to make totally irresistible

Stock Femfresh deodorising Body Fresheners and you could win a lot of fresh admirers.

And just to make sure, we're running a full colour nationwide campaign advertising the extra special appeal of Femfresh.

Already Femfresh's new look has increased demand for our gently effective feminine spray and tissues – the only products of their kind.

And now we've added a no sting, no stain Anti-Perspirant Roll-on and a deodorising Bathcare Collection too. So this year the Femfresh range will interest every woman who wants the confidence of total feminine freshness – in a word Femfreshness.



## The Femfresh Range



# re yourself e this summer.

In fact, 'Femfreshness' is the powerful message of the advertising which starts in May, with colour insertions in Woman, Woman's Own, Woman's Weekly, Company, 19 and She. Each will carry a 15p off coupon.

Be ready, order the Femfresh range now, in the matching pink packs. And find yourself with a fresh following.



## resh business for you





## S&N out to 'eclipse competition'

To expand the branded sector of the cotton wool market and strengthen its leading position are the criteria for the Tender Touch relaunch.

The complete range has been repackaged to give a more softer feminine look which Smith & Nephew say will have the result of "eclipsing the competition". Economy rolls and pleats now come in a landscape pack as does the 65g size of perforated pleats. Perforated pleats and cotton wool pads also come in handy drawstring bags enhancing the convenience of the product. The Tender Touch logo has been redesigned to make it

more legible and prominent. Trade and consumer promotional activity is promised throughout the year.

S&N believe growth in the cotton wool market can only be sustained by "combatting the market's commodity-style features and increasing consumer awareness of cotton wool as an attractive branded product".

Tender Touch, they say, accounts for 39 per cent of sales in the branded sector with Soft and Pure holding second place. The total market they estimate is worth £23m at retail. *Smith & Nephew Ltd, Hessle Road, Hull HU3 2BN.*

## Watching the women's Press

The following column lists advertisements for chemist merchandise due to appear in the IPC women's Press. The magazines used as a basis have been divided into three categories — weeklies (W), monthlies (M) and magazines aimed at the younger end of the market (Y). The monthly magazines covered are the May editions due to appear mid-April.

Alberto Culver:	Y
Elizabeth Arden skin care:	W,M
Ashe Double Amplex:	M,Y
Mint Cool:	W,M,Y
Sucron:	W,M
Vitapointe:	M,Y
Beechams Germoloids:	W
Germolene:	W
Quickies:	M,Y
Bowater-Scott Andrex:	M

Bodyform:	Y
Libra:	Y
Minima:	Y
British Chemotheutic Nylax:	W
British Tissues Dixcel:	W
Bronnley Sally Hansen:	M
Chanel:	M
Chattem Sun-in:	Y
Chefaro Confirm:	Y
Endocil:	M
Predictor:	W
Chesebrough-Pond's Cutex:	W,M,Y
cocoa butter:	W,M
cold cream:	W
Hawaiian Tropic:	M,Y
Thomas Christy skin care:	M,Y
Clarins:	M
Colgate-Palmolive Ultra Brite:	W,M
Soft & Gentle:	W
Colson & Kay Piz Buin:	M
Combe Lanacane:	W
Concept Helancyl:	W,M
Klorane:	W,Y
Cussons:	M

DDD Dentinox:	Y
Medijel:	W,Y
Stain Devils:	W
De Witt Clinomyn:	W,Y
Elida Gibbs Harmony:	Y
Mentadent P:	W,M
Pears:	W
Pin-Up:	W,M
Timotei:	M,Y
Eylure 10-0-6:	Y
Farley Health:	M
Guerlain:	M
Health & Diet hollymeal cereal:	M,Y
waterfall:	M
H.J. Heinz baby food:	W
Slimway dressing:	M
ICC Bisodol:	W
Anne French:	Y
Immac:	Y
Johnson & Johnson Stayfree:	W
Kimberly-Clark Boutique	Y
Maxi-Dry:	M
Simplicity:	W
Lancôme:	M
G R Lane health foods:	M
Quiet Life:	W
Larkhall Labs Lipcote:	M
Ruthmol:	W
Lilia-White Contour:	M,Y
Lil-lets:	M,Y
Louis Marcel Gentle Secret cream bleach:	M
strip wax:	M,Y
Max Factor:	W,M
Mentholatum Stop 'n Grow:	Y
Neutrogena:	M
Nicholas Labs Almay:	M,Y
L'Oreal Ambre Solaire:	M,Y
Belle Color:	W,M
Duo-tan:	M,Y
Elnett:	W,M
Elseve:	M
FreeStyle:	Y
Twice as Lasting:	Y
Paddockworth cover cream:	M
Pharmaton:	W
Rapidol Inecto:	W
Reckitt & Coleman Bonjela:	W
Revlon:	M,Y
Richards & Appleby Buf-Puf:	M,Y
Turtle Oil:	Y
Richardson Vicks Oil of Ulay:	M,Y
Rimmel:	W,M,Y
Robins Chapstick:	Y
Roc:	M
Searle Canderel:	W
Seven Seas healthcare:	W,Y
Sterling Health Cymalon:	W,M,Y
Strenol E P tablets:	W,Y
Tampax:	W,Y
Thompson Aqua Ban:	W,M,Y
Bran Slim:	W,Y
Slimline:	W,M
Vichy:	M,Y
Warner Lambert Dentyne:	Y
Wella:	M,Y
Zena cosmetics:	Y



# SUMMERTIME BLUES

Our new blue packs have a clearer message for you and your customer.

They are designed to make more impact on your shelves and more impact in the Chemist Hayfever and Summer Cold treatments market.

Order now on special terms from your usual Wholesaler.



12 Tablets 82p  
100ml Syrup £1.20

**Dorsey**  
LABORATORIES



# It's in





# Make you better!

Now all pharmacists can offer their customers a better service thanks to LINK.

The same supreme computer system that provides direct stock ordering and rapid label printing can now provide facilities to streamline pharmacy operations, reduce stockholding, improve patient service and reduce overheads.

LINK 'SCRIPTS' incorporates the proven LINK labelling and order entry facilities and provides the following additional benefits:-

- Patient Records ● Stock Usage Reports
- Pricing of Private Prescriptions
- Customer Statements ● Automatic Ordering
- Management Reports ● Controlled Drug Report

All the above facilities are provided by the system with no additional typing other than that required to produce a prescription label.

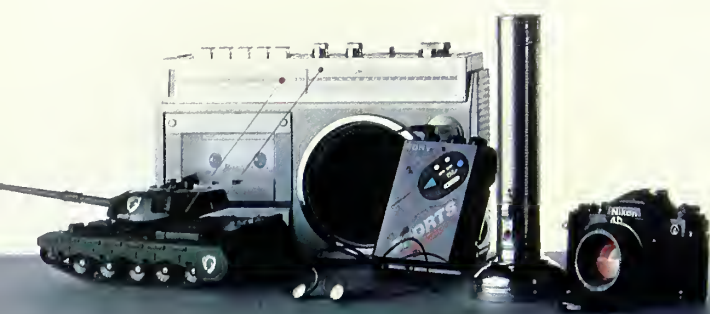
Also available is LINK 'PHARMPAY', a creditors ledger system specifically designed to meet the needs of a busy pharmacy. LINK 'SCRIPTS' and LINK 'PHARMPAY' are both software packages written specifically for pharmacy.

Contact any Vestric branch for full details of the LINK packages and financial structures available or W S Jamieson at Vestric Head Office, West Lane, Runcorn, Cheshire WA7 2PE. Tel: 0928 717070

**Think** **Vestric**  
**Think** **LINKSCRIPTS**



# WHAT DOES VARTA'S LEAK-PROOF GUARANTEE GUARANTEE?



## YOUR CUSTOMERS' EQUIPMENT.

Our guarantee – and the TV Campaign that announces it – is going to present your customers with possibly the biggest news in batteries since the launch of Alkaline.

We're offering a no-quibble leak-proof guarantee.

So confident are we in the leak-proof quality of our Energy 2000 long life battery that, should one leak and ruin any equipment,

FOR FURTHER INFORMATION ON ENERGY 2000 OR THE FULL VARTA RANGE PHONE BARRY WELLS ON (0293) 547631.



## YOUR PROFIT.

we'll not only replace the battery but the equipment as well.

The television campaign starts on 16th April, with a compelling commercial for a outstanding battery.

The advertising will guarantee your customer's custom.

And the demand will guarantee your profit.

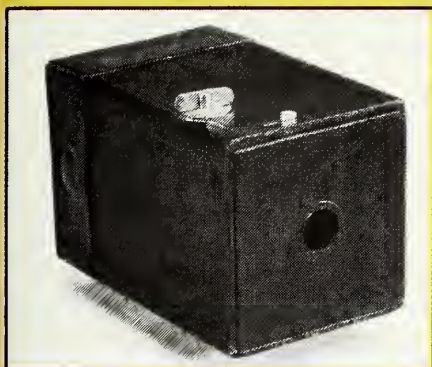
**ISN'T IT SMARTER TO STOCK VARTA**



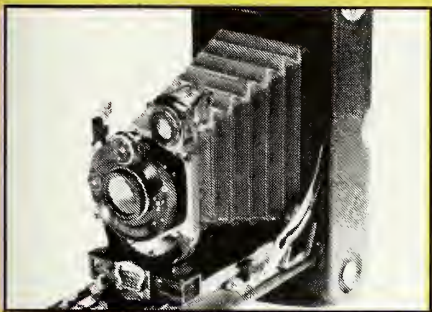
SEE YOUR DE WITT REPRESENTATIVE NOW OR PHONE  
DE WITT INTERNATIONAL LIMITED SALES OFFICE ON 01-539 3334



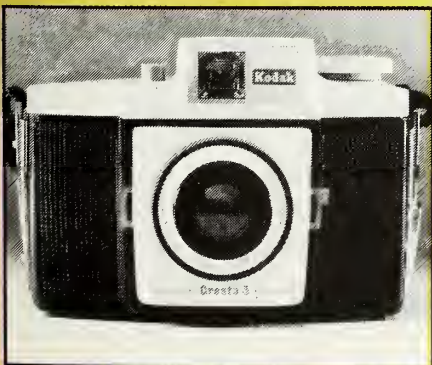
## From 'little' black box to disc



The first Box Brownie, circa 1900, heralded the era of "You press the button, we do the rest" — and has been a consistent piece of practical advice almost ever since.



The break-away from the "box" form of wood and cardboard types of camera. A "folding" model, incorporating a range-finder and a more expensive lens in a *Compur* shutter. It is typical of most folding-cameras of its kind, wherever manufactured.



As plastic moulding materials and techniques developed, designers were able to devise better "styling" — this *Cresta 3* Brownie is a good example of the period. Marketed in 1960-65.

*Chemist & Druggist* 31 March 1984

**Stanley W. Bowler looks at the development of photography over the past 125 years in this, *C&D*'s anniversary year, and highlights some of our coverage of these events.**

Photography came into its own during the reign of Queen Victoria, who recognised the art by conferring her patronage on the recently-formed Photographic Society.

The next stage of activity took place during the reign of George VI with some amazing advances in every branch of optics, cameras, sensitive materials and techniques.

But it was the first Boer War of 1881 which first gave photography a chance to establish its journalistic value as a means of recording the conflict. The dissemination of information had not always been plain sailing, for it was not until 1861 that the "duty on paper" (then described as a tax on knowledge) was abolished: this led to less expensive periodicals and books. That this should have happened just two years after the foundation of *C&D* was most fortunate.

*C&D* started life as a monthly trade circular, costing 2s 6d (half-a-crown per annum post free), on September 15, 1859 from 24 Bow Lane in the City of London, under the proprietorship of James Firth. The first references to photography were in the November 15 issue of the same year (p42) when the sale of photographs at the newly-opened South Kensington Museum (October 3) was noted. On page 44 "The Photographic News" is quoted. It can thus be fairly claimed that *C&D* has, from the very beginning, always interested itself in photography.

### Early advertisements

In the next year, on February 15, page xxxvi, there is an advertisement for "The Pocket Stereoscopic Panorama" (E.E. Allen's patent), followed in the April 14, 1860 issue, with another advertisement on page v for "Photographic Apparatus, Chemicals, etc," by J. Wingrave, Photographic Chemist, 4 High Street, Coventry. This is believed to be the first reference to an advertiser — or anyone else — describing themselves as a "photographic chemist."

In 1896 (by which time *C&D* had become established as a weekly journal) it was interesting to find on page 750 of the May 23 issue under "photographic notes" a contribution entitled "Photography as an adjunct to business."

The author noted that the rate of profit on chemicals was small, but that selling made-up solutions was much more remunerative. The photographic pharmacist no longer needs to make up solutions-to-order since he has available a wide range of chemicals to suit all needs.

In the same issue on page 733 there is believed to be the first camera review published by *C&D*. It describes in glowing terms the Lonsdale Brothers' apparatus works (22 Goswell Road, London, EC) and illustrates the "Langtry" half-plate-size camera weighing only 2lbs. It was alleged to commend itself to the ladies. (The name may have been a back-handed compliment to Lillie Langtry, a noted actress and friend of Edward VII).

### Exploiting photography

From perusing bound volumes from the turn of the century onwards there can be little doubt about *C&D*'s continuing interest in the profitable exploitation of photography, whether it be apparatus or chemicals or accessories in the widest sense. The standard of reviews and comments has always been high so that the reader has been fully assured of reliable advice in this specialist field. Whether it has always been heeded, or fully taken advantage of, is another matter.

As one of the larger photographic global organisations, Eastman Kodak and its UK operation, Kodak Ltd, has spanned more than 100 of the 125 years of the publication of *C&D*. It seemed sensible, therefore, to seek the help of Brian Coe (Curator of the doomed Kodak Museum — in its present form) to make a selection of pictures to illustrate the changes in equipment and design over most of that period.

Of course, there have been complementary changes in materials from slow-speed colour-blind black-and-white roll film to emulsions of speeds previously undreamed-of and to comparable developments in colour film, especially in the 35mm field.

All of these have been regularly reported in the pages of *C&D* in news items and in test reports with increasing frequency over the years. The pace is an increasing one.

Like the 1896 "Langtry" camera already mentioned, camera bodies were, at first, nearly always made from wood, although stiff card (board) covered in some form of rubberised grained fabric to imitate leather, was also part of the method of construction.





Photography by Chris Ryan.

Thanks to the Fox Talbot Collection, Lacock Abbey for supplying the location and early cameras and to Fujl, Keystone, Kodak Ltd, Konishuroku and J.J. Silber for loaning the disc cameras. The Kodak Museum, Harrow, supplied the photographs of cameras.

The simple lens openings were small by modern standards ( $f/8$ - $f/11$ , or perhaps even  $f/16$ ), the film extremely "slow" and, in consequence, shutter-speeds had to match this combination. This led, far too often, to under-exposure and, worse still, camera-shake that gave blurred images.

The catch phrase at that time was usually: "I wonder if they'll come out?"

To the great credit of all manufacturers of cameras and films, not forgetting the

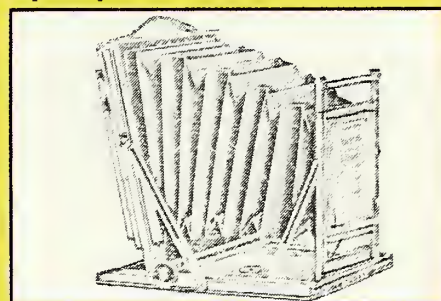
back-up from the processing laboratories, that uncertainty has now almost been eliminated — or reduced to only a very small proportion of the finished results.

The changes in constructional materials has also been marked, often following the trends in other articles that began to be produced by mass methods; from wood to metal, from pressed-metal to die-castings (metal moulded under heat and pressure) and from that to plastic moulding. The

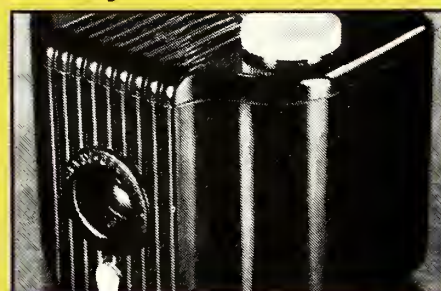




The demure 1920s Kodak girl who graced many chemist-dealers' shop entrances, especially at the sea-side.



The "Langtry" half-plate-size camera of 1896 weighed 21lbs.



The next development in manufacture was to break away entirely from the previous methods of metal construction and used moulded plastic bodies of which this "Baby Brownie" is a good example.

the earliest days, they have usually catered for the more "serious" photographer seeking advanced types of cameras, lenses and accessories, often at a very high price.

The two types of outlet complemented one another and, to a great extent, still do — except that the competition for the customers' spending money has become considerably fiercer: there are also far more leisure pursuits to contend with these days!

earlier plastics were often black or muddy brown "Bakelite" (used as a generic term rather than a precise designation) and on to the post-war "poly" plastics, formed by injection-moulding. These changes brought with them greater design facilities, colours and a variety of finishes, eg ribbing and graining to simulate what had often previously been leather or other panels. (Wireless enthusiasts may remember similar changes from wood to "Bakelite" for the

manufacture of radio cabinets before the Second World War).

Long before the time of multiple-outlet dealer chains, the "photographic chemist" was the choice of a large number of snapshotters. One major film manufacturer has estimated that about 38 per cent of his product still goes over the pharmacists' counters.

There have been specialist photographic dealers from the very beginning. Except for





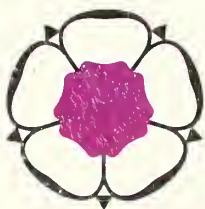
# Tudorcolor TR

## HIGH RESOLUTION COLOUR PRINT FILM

Tudorcolor TR is a new ultra-fine grain ISO 100 colour negative film using the latest improved emulsion technology to produce sharper negatives with improved contrast and vivid colour.

For the best in quality film together with generous profit margins make sure that you are stocking Tudor film.

For further information call the  
Tudor TR "Hotline" on 01-450 2556



## Tudor

PHOTOGRAPHIC GROUP LTD.

30-32 OXGATE LANE INDUSTRIAL ESTATE, LONDON NW2 7HU Telephone: 01-450 8066  
Telex: 8814535 Tudor G



# Black future for photography?

The processing market is still the great "colour" hope of the industry. The trend away from mail order back to the retailer has continued and one forecaster says processing will take 45 per cent, by value, of the market by 1987 compared with 40 per cent this year.

Overall the market will put on a further £50m in sales to reach £655m by '87 according to the same source Euromonitor in its recent photographic report (C&D, February 18, p321). However spending is expected to fall to 2 per cent below the rate of inflation, estimated to be 5 per cent, for the period 1985-87.

They say the market will shrink this year to £600m, a decrease of 5-6 per cent in real terms. Euromonitor say the processing market put on £20m in 1983 to reach £235m, however, no breakdown is yet available. Industry figures for '82 (C&D, September 3, p383) gave the split as: independent chemists 16 per cent; Boots 26 per cent; mail order 33 per cent; specialist camera shops 12 per cent and others 19 per cent.

Retailers take around a third of the processing market and LRC's Colourcare International laboratories dominate their section of the market. Euromonitor guidelines figures are: LRC 32 per cent; Kodak Nationwide 9 per cent; 3M (Colourprint, Supasnap) 8 per cent; Phototrade Processors 5 per cent;

**Last year there was some real growth in the photographic industry for the first time since 1979. Sales of cameras, equipment, films and film processing were up 7 per cent to £605m representing 2 per cent real growth. However, the trade views the future with mixed feelings. And the spectre of video is fast being decked with reality.**

Grunwick 3 per cent, and others 44 per cent.

Colourcare's sales and marketing director Tony Dorman says independent chemists have nearly a fifth of a £240m market and can increase this sizeable share still further. "Chemists working to increase their overall business should not underestimate the potential of D&P."

He says prominent display of POS, particularly in windows to attract passing trade, will enable chemists to benefit from the 5 per cent growth of the market year-on-year. Mr Dorman points to their "Prints to present" range of coasters, table mats,

jigsaws, canvas prints and decorated plates as suitable "add-on" business.

"We have got to keep consumers interested in all aspects of photography, including the variations from straight printing that are available," says Mr Dorman.

Last year, the 3M company who operate Gratispool mail order and Supasnap retail shops, offered a processing service to other High Street retailers with Colourpoint. Leon Jacobson of the photographic division says the chemist trade still has a strong traditional influence on the retail market: "With consumers continuing to associate both developing and printing and film purchase with the chemist, he maintains his vital role as adviser and product endorser."

## 'Positive spin-offs'

"Consumer loyalty coupled with the dominance of the multiples only serves to strengthen the chemist sector generally and secure positive spin-off for the independents."

Regency Film Services managing director Richard Cross says market volume will increase by 7 per cent this year: "We are well placed to absorb this growth within our expansion programme."

Mr Cross says the number of 126 films processed by Regency has dropped from 10 to 7 per cent in the last six months and will reach 5 per cent by the end of the Summer. Similarly, 110 has fallen from 42 to 30 per cent.

The loss of sales in these two categories has not been taken up by disc processing alone. "With 35mm now presenting 40-45 per cent, it seems the latest fully automatic compact cameras offer a real alternative to instant load cameras."

Alpine Laboratories of Sheffield have

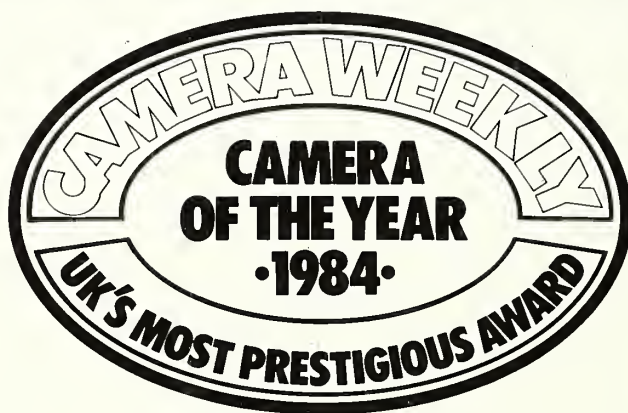
Just two years after joining Sangers Photographic's voluntary trading group Image, pharmacist John James of Aberystwyth (second right) took photography out of his pharmacy and opened his photo centre next door in February. Sanger Photographic Ltd.





# According to Camera Weekly the Konica Pop came out on top.

Here it is in black and white.



*For overall excellence  
in the category  
Memory Makers*

*Konica Pop  
was adjudged  
winner*

**Konica**

Konishiroku UK, Konishiroku House, 150 Hampton Road West, Feltham, Middlesex.







Two new posters from Regency, shown on 'A' boards, can feature price (left) or king size prints with a 24-hour service. More promotional support is promised

neatly locked on to the video boom with the recent introduction of Teleprint (C&D, January 7, p19). Black and white or colour prints can be transferred to VHS or Betamax video tape for 15p per copy. Titles can be added at a charge of 25p each.

In July '83 Mintel asked 1,027 adults where they had films processed in the previous three months. The breakdown was: mail order 15 (per cent) chemists including Boots 12; fast development shop 6; photographic shop 5; self 1; other 1, and "don't know" or "none" 1. The fast service outlets have a much larger share in value, say Mintel, because figures refer only to the method used. "They also show that mail order remains the favoured method although it has lost share recently".

## Cameras 'click'

Sales of cameras and equipment rose £10m last year to £220m to take 36 per cent of the market. But Euromonitor say hardware ownership is now at a high level and soon there may be a reduction in unit sales to match the falling unit prices. And they expect the cine market to be crippled by video.

Mintel statistics published in November 1983 show ownership levels of cameras among 1,600 adults — some owned more than one camera type. Type of camera owned: "110" 19 (per cent); "126" 16; 35mm SLR 13; instant 12; 35mm compact 6; cine 4; professional 1; other 6; none 31, and "don't know" 3.

Euromonitor say that in 1982 sales of cameras by type were: instant £20m; "110", "126" and disc £35m; 35mm compact £24m; 35mm SLR £65m, and roll film £1m — £145m in all. The remaining equipment sales that year were made up of: slide projectors £15m; cine cameras and projectors £5m, flash £15m, and other £35m. Boots then led in the distribution of 110 and disc.

In 1983 they put still camera and projector sales at £165m, sales of cine equipment at £5m with remaining

equipment sales at £50m.

Mintel breakdown camera sales by outlet: photographic dealers (including Dixons) 33 (per cent); chemists (including Boots) 27; mail order 12; discount warehouse 10; supermarket 2; all other retailers 10, and others 6.

Hanimex divisional manager Tony Hannes says there was a resurgence of demand for 110 cameras in 1983, especially those retailing below £20: "110 cameras have not gone the way market experts expected." However in 1984 he says there will be some fall off in demand for 110s because of the increasing popularity of disc.

The 35mm compact market has also reacted to the disc camera, Mr Hannes says, through increased demand. Hanimex plan to open up the lower end of this market, particularly for the chemist, with the introduction of three basic 35mm compact kits retailing at around £25, £35 and £45. Each will include an easy-to-use camera, film, batteries, instruction book and photographic guide and a case.

Kodak's original disc cameras now have been joined by legions of others from a host of manufacturers — brands such as Fuji, Hanimex, Halina, Konica, Keystone and Tudor among others.

The improvements in colour negative emulsion technology first introduced last year by Kodak and Fuji with their VR and HR film have been followed by similar introductions from Konica (SR) and Ilford (HR). Now Tudor have joined the fray with TR. Not all manufacturers have films that match Kodak's 100, 200, 400 and 1000 ISO speeds but, in general, the films have wider exposure latitudes than their forebears, with better colour saturation and brightness. The higher speed films are not penalised by excessive graininess and loss of sharpness.

Euromonitor say the film market last year comprised 25 per cent of the whole having put on £10m in sales to reach £150m.

The market split by film size is: disc 11

(per cent); "110/126" 35; 35mm 38; instant 15, and "120" 1 (Euromonitor). Colour film brand shares in 1982, excluding instant film, were as follows: Kodak 45 (per cent); Fuji 12; Boots own brand 10; Konica/Sakura 5; Agfa 5; Tudor 5; Ilford 4; mail order 12, other 2. And they say monochrome film sales were dominated by Ilford that year with a 70 per cent share, followed by Kodak (20) and the rest (10). The instant film "picture" for 1982 is of an 85:15 split between Polaroid and Kodak.

MEAL advertising figures for the year show a Kodak spend of £1,743,000, with Fuji, Agfa and Ilford spending £882,000, £174,000 and £39,000 respectively. Chemists take 60 per cent of film sales (C&D, September 3, 1983, p383) with Boots taking 37 per cent to the independent's 23 per cent.

And what of the future for the whole photographic market. Euromonitor say there will be no real growth through to 1987 with the market shrinking 2 per cent year by year from '85-'87. The Henley Centre for Forecasting say there will be strong growth of 3 per cent per annum for the years '83-'88.



Kodak add VR 110 and 126 film to the range next month.

Sales manager Terry Norris of wholesalers Sangers Photographic says the cost to the industry of the economic recession has been high — overheads continue to increase along with price competition while margins and profits go down. Competition from other leisure markets has increased too through video games, computers and so on, he says.

"Photography is leisure orientated and therefore ideally placed to benefit as the economy recovers and there is an increase in discretionary spending. But we must all work hard to ensure that photography first holds and then increases its share of this spending," says Mr Norris.

Perhaps if everyone in the photographic industry knuckles down the real growth of 1983 will not be the flash-in-the-pan predicted by some pundits.

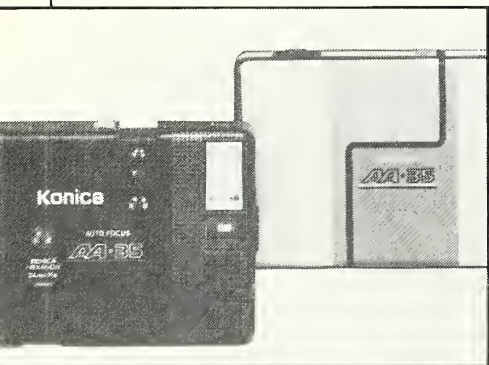


## Konica frame up

Konica recently announced they are to introduce a compact half-frame 35mm camera to challenge the disc camera: the company says the weakness of that system is in the final print.

The Konica AA-35 will retail for around £89 and features an infra-red autofocus system, simplified loading, auto-film advance and rewind, and built-in flash. It will handle 100, 200 or 400 ASA films and has shutter speeds from 1/60 to 1/250 sec. Powered by two AA batteries it has a bright line viewfinder and a self-timer and comes in black and gold colours — its dimensions are 11.25 by 7.7 by 3.05 cm and its weight is 250g.

The company says it has just sent all chemists a bubble-packed Konica SR100 135-12 film and an outline of the brand's profitability. "We are very keen to do business with the High Street chemists," they say. *Konishuroku (UK), Konishuroku House, 150 Hampton Road, West Feltham, Middlesex TW13 6BH.*



## Fuji take all the golds

Fuji, official film suppliers to the Los Angeles Olympic Games in July, are basing their advertising and promotional programme on this sponsorship with a national Press and television campaign.

The Fuji "Celebrity challenge" has £30,000 worth of prizes with a first prize of a holiday for two at the Olympics. Every purchaser of a Fuji film gets a "scratch card" and has to choose the famous personality that most suits the description selected by a panel of experts. The competition will be advertised in the national Press and on television. A "flood" of ten-second spots will direct viewers to Fuji stockists to play the "Celebrity challenge" game, says the company.

Competition POS includes showcards, stickers, a 4 by 1ft banner and a supply of scratch cards with each film delivery.

The games themselves will be preceded by a second national Press

campaign emphasising that Fuji is the official games film with the copy line: "Fuji will be taking all the golds." A further television burst will promote Fuji as the "colour film champion." This Olympic programme will be backed with further POS material. *Fujimex, Dorcan, Swindon, Wilts SN3 5HW.*

## Silber to expand?

J. J. Silber's recently appointed marketing director Terry Griffiths says the company are now examining their present range of activities with a view to expanding into other markets. They have just completed a deal with Plessey to distribute the complete range of CSI telephones throughout the UK. *J. Silber Ltd, Engineers Way, Wembley, Middlesex HA9 0EB.*

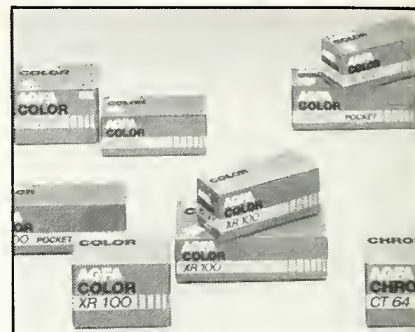
## Surbiton mini-lab packs big D&P punch

**What can give you a 'kick', help subsidise your 'nice inexpensive prices' in the fight against supermarkets and give you a refreshing fillip after lunch when the scripts ease up for a spell? Surbiton pharmacist Vinod Patel says operating his mini-lab can do all this and more.**

Mr Patel took on his Kis mini-lab in May 1983. Until then he had been offering a 24-hour D&P service and free film through Tudor on a very average film volume — reprint business was similarly modest. He says customers were often confused by: the 24-hour service offer which became a 48-hour service if that day's pick up had just been missed. And profit was limited by the processor middle-man.

The solution presented itself when Mr Patel saw an advertisement for Kis. He had a stockroom above his shop full of slow-moving lines. "Simply getting rid of them opened up the way to bringing in more profit", Mr Patel says.

His first Kis system comprised a chemical storage and mixing unit, DN developing unit, a TN printer, sink unit and a drying cabinet. With the exception of the narrow 1.98m high floor-standing drying



**March has been a busy month for Agfa.** First they announced a range of "new technology" colour negative and colour slide films (*C&D*, March 10, p448), and then that they had taken on the marketing, distribution and processing of Perutz film (*C&D*, March 17, p501).

Agfacolor XR colour negative films come in ISO speeds 100, 200 and 400 depending on whether the format is 110, 126, 135 or disc — they replace Agfacolor 100 and CNS 400 films. The two 35mm process-paid slide films are the CT64 (36s, £6.65) and the CT200 (36s, £7.55).

cabinet, the other units were carried on bright red Kis cabinets at working height, in a run of just over 2m. The stockroom measures approximately 10 by 7ft.

Business grew very nicely, says Mr Patel, peaking on Mondays, Tuesdays and Wednesdays after the weekend. Prices were lowered by 10 per cent on the normal service and the free 24-exposure film still given. At present D&P volume is running four or five times above May '83 levels.

Mr Patel says the important thing is that you can give a very personal service. The operator takes a pride in the work: "Each film is a challenge so the job never becomes boring. Film loss and crossovers have been eliminated. The quality is superb. You can make and keep your own promises on delivery. And any queries can be dealt with on the spot, if necessary by the person who processed the film."

Two levels of service are offered — normal and within the hour — on both standard and jumbo size prints. The customer's requirements are determined at the time of sale and the pricing structure is pointed out.

## Fast service!

For normal service on standard size prints, Mr Patel charges £2.99 for 12-exposure films, £3.99 for 24s and £4.99 for 36s. Add £1.50 to each price band to get the urgent figure, and a further £1 to either the normal or urgent fee, to get the price for jumbo prints. For example, 12 jumbo prints processed within one hour cost £5.49.

Disc costs £1.99 for normal service, £3.49 for urgent processing. Standard reprints cost 27p and jumbo 35p with an urgent fee of £1 for any quantity. Mr Patel reckons the number of reprints handled has increased ten times. And just to prove the



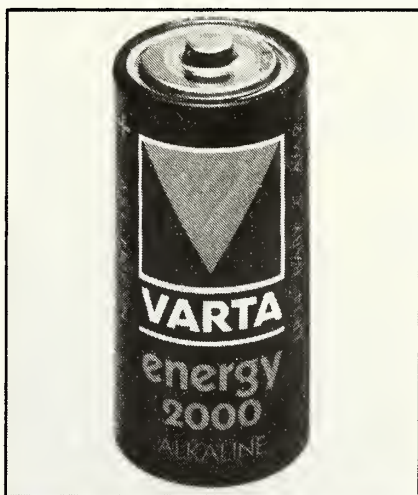
The Pertuz films are only sold in factory outlets of 200-plus. *Agfa-Gevaert Ltd, 27 Great West Road, Brentford, Middlesex.*

## 'Enriched' Polaroid

Polaroid are phasing in a modified 600 film this Spring featuring "richer colours and brighter whites."

Television advertising will run during May and June with additional magazine backing in June and July. Promotional support includes two on-pack consumer offers and new POS material.

Polaroid representatives are currently offering dealers a choice of local promotions and advertising. *Polaroid (UK) Ltd, Ashley Road, St Albans, Hertfordshire AL1 5PR.*



## Leak-proof Varta

Varta have just introduced the Energy 2000 range of alkaline long-life batteries with a leak-proof guarantee. The range will be priced alongside Duracell and, Ever Ready's Gold Seal.

The promotional campaign starts in April with 30-second spots in some areas. The Energy 2000 television commercial shows a steamroller crushing a variety of battery appliances, including radio cassette and toy car. Meanwhile, a cautionary voice-over warns of the damage equipment can suffer from battery leakage. When the steamroller reaches a miniature television showing the speaker (evidently powered by Varta) it stops dead, eventually rolling over the top of the set, leaving it (and him) undamaged. He exits stage right with the message "Isn't it smarter to fit Varta?"

Also, there is a range of POS material available and a consumer promotion with top prizes of two BMW cars. *Varta Ltd, Varta House, Gatwick Road, Crawley, Sussex RH10 2XH.*

service was in demand a jumbo reprint was produced for a waiting customer in 15 minutes while we were visiting the business. Service indeed and with a very broad smile.

Urgent D&P work now accounts for around 10 per cent of trade excluding reprint business, says Mr Patel.

Mr Patel delights in "collecting" mail order free films and has a box of spent cartridge trophies to prove it. He advertises the service in the local Press as well as having leaflets at POS. Shortly he is introducing his own personalised wallets.

Indeed D&P business has gone so well for Mr Patel that he has recently taken on a Kis magnum printer to enable him to handle 5 by 7in enlargements as well as giving extra capacity.

He has had to move the system into the slightly larger stockroom in the next room and employs a trained operative full time.

Mr Patel says a business needs to handle seven or eight films a day to break even and 10-15 films a day before a full time operator can be employed.

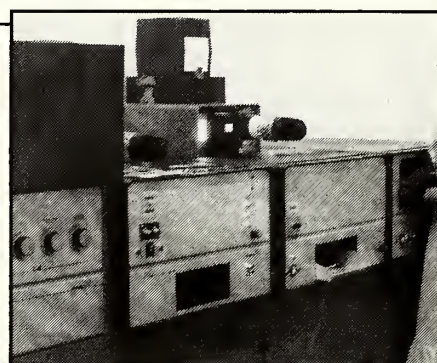
Cleaning the mini lab and topping up with chemicals takes around half an hour a day. It can develop a mix of 12 films an hour, Mr Patel says. Cartridges are broken open manually and loaded onto the film transport. This can handle either 10 discs, 5 discs and a 135, two 135s, two 126s, or four 110s in a 10 minute cycle. Drying the negative strip takes three minutes; producing a test print takes a further six minutes, followed by one print every 15 seconds six minutes later when the colour balance has been set up.

## 'Quality and quickness'

Mr Patel estimates his D&P trade is split between 135, 50 per cent; 110, 40 per cent, and disc, 10 per cent — 126 business is negligible. The split between D&P and



Vinod Patel's latest pharmacy in Ewell Road, Surbiton from which he runs his D&P service using a Kis mini lab (right)



reprint business is put at 75:25. Labels explaining any customer faults in exposing the film are attached to finished work.

On the Tuesday following the August Bank holiday last year Mr Patel and his operator worked past midnight in order to turn round the films taken in that day within 24-hours. Atypical, perhaps, but indicative of a successful business with "quality and quickness" the key element of the operation.

Mr Patel's business is situated at the less busy end of a typical London suburban High Street and opened in October 1980. Mr Patel also owns another business at the other end of Ewell Road which he bought in 1978, some two years after qualifying. There are a total of eight pharmacies in the area with doctor's practices spread throughout. Trade is said to consist primarily of dispensing but the front-shop is beautifully presented to a degree by the D&P trade. The photographic items stocked are those normally found in a small chemist — disc, instant and 110 cameras and basic films. There are a few electrical lines and some up market fragrances, but otherwise the stock is "normal" but "rational".

Obviously Mr Patel does the D&P work for his other pharmacy but the figures

referred to so far have been for the "Kis" shop.

The profit is there to be made. It has proved to be a good hedge against the vagaries of the NHS contract, Mr Patel says — after all he is a post-1980 contractor. And it enables him to make more prices "inexpensive". And perhaps, most importantly for Mr Patel, it has provided a new interest and diversion from straight pharmacy.

## Cost & profit on 24 exposure films D&P price £3.60

Rolls/day	Rolls/ month	£ turn- over	£ cost	£ profit *
10	240	864	286	578
15	360	1,296	390	906
25	600	2,160	636	1524
50	1,200	4,320	1,288	3,032

\* These Kis figures **do not** include the cost of wages or the purchase/lease of the equipment, use of water and electricity. For the figure of 50 films per day electricity and water would cost approx £15 per month, wages would work out at around £300 while leasing the machines would cost £405. The cost of the basic unit is £21,850.



# FUJI FILM - THE ONE ON YOUR MARKS. GET SET. GO FOR THE

## Go-for Fujicolor HR Film!

Fujicolor HR film needs no introduction. Its high resolution technology has set the standard by which others are judged. Now Fuji is expanding the range for 1984 with a new 200ASA emulsion which allies HR quality and definition with extra speed capability to give a useful, general purpose, mid-range film.

## Go-for Fuji Film Celebrity Challenge!

Bare Britain's sexiest star! Uncover Britain's best-dressed personality! Reveal Britain's biggest bore!

Picking these characters is just part of the fun of an exciting family promotion for Fuji film using the popular scratch card concept.

Everytime you sell a Fuji film your customer is given a scratch card for free.

Using skill and observation, the player picks the personality that most suits the description selected by our panel of experts headed by Nigel Dempster, well-known gossip columnist of The Daily Mail.

There are £30,000 worth of prizes that include:

★ First Prizes: 3 fabulous holidays (two persons per holiday) to the 1984 Olympics in Los Angeles.

★ Second Prizes: 6 Sanyo video recorders. ★ Third Prizes: 25 Fujica DL100 cameras.

★ Fourth Prizes: 500 Fuji VHS video tapes ★ Runner up Prizes: 3,000 Fuji colour negative films.

## Celebrity Challenge National Press Campaign

**BARE  
BRITAIN'S  
SEXIEST  
STAR!**

**UNCOVER  
BRITAIN'S  
BEST-DRESSED  
PERSONALITY!**

**REVEAL  
BRITAIN'S  
BIGGEST  
BORE!**

**WE'RE  
TAKING  
EVERY  
SWIMMING  
GOLD  
AT LOS  
ANGELES  
FUJIFILM**

THIS SUMMER  
**THE OFFICIAL  
OLYMPICS**

This novel family competition will be advertised country-wide in a series of provocative 'teaser' advertisements in a national press campaign.

**Play FUJI FILM Celebrity Challenge**  
Over £30,000 value in prizes including trips for 2 to the Los Angeles Olympics

**Play FUJI FILM Celebrity Challenge**  
Over £30,000 value in prizes including trips for 2 to the Los Angeles Olympics

**Play FUJI FILM Celebrity Challenge**  
Over £30,000 value in prizes including trips for 2 to the Los Angeles Olympics

## Celebrity Challenge Display Material

In addition, there is full display support with stickers, showcards, a 4ft x 1ft banner and, of course, a supply of scratch cards with every film delivery.

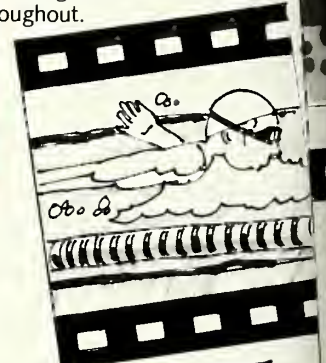
**UNCOVER BRITAIN'S BEST DRESSED PERSONALITY!  
REVEAL BRITAIN'S BIGGEST BORE!  
BARE BRITAIN'S SEXIEST STAR!**

**Play FUJI FILM Celebrity Challenge**

**Play FUJI FILM Celebrity Challenge**  
£30,000 prizes  
Including:  
Prize 3 Fabulous holidays for 2 to the 1984 Olympic Games in Los Angeles  
Prize 6 video recorders  
Prize 25 Fujica DL100 cameras  
Prize 500 Fuji VHS video tapes  
Prize 3,000 FUJICOLOR FILMS  
PICK-UP PRIZES: 3,000 FUJICOLOR FILMS

## Go-for National Olympics Ad

To carry the baton on and provide the 1984 Olympics we're swamping the national press with national newspapers that proclaim 'Fuji will be the Official Film of the Games and will be hosting the world's professional photographers as well as providing full processing facilities throughout.'



## Go-for Ad

Last year's 1983 Fujichrome family growing usage of returns figures prove this year we colour Fujichrome photo press that and technical sup



# GO FOR THE FUJI FILM OLYMPICS PROGRAMME...

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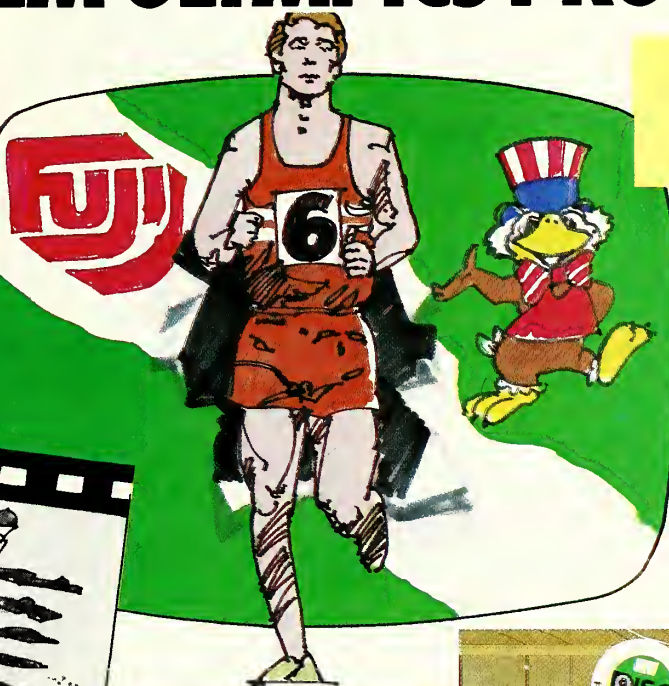


**WE'RE  
TAKING  
EVERY  
ATHLETICS  
GOLD  
AT LOS  
ANGELES!**

**FUJIFILM  
SUMMER  
OFFICIAL  
OLYMPICS FILM**

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## Go-for the Fuji Film Olympic Display Team!

A selection of the fabulous Fujicolor Olympics point-of-sale that is yours for the asking

Showcards, Posters, Stickers and banners that will turn your shop into an Olympic stadium.



Fujichrome: It gives you an edge

FUJIFILM IS A REGISTERED TRADEMARK OF FUJIFILM LTD. FUJICOLOR IS A REGISTERED TRADEMARK OF FUJIFILM LTD. FUJICHROME IS A REGISTERED TRADEMARK OF FUJIFILM LTD. FUJIFILM LTD. 1000 SHOTOH, KAWASAKI, JAPAN.



## Go-for all-Region TV Advertising!

Last year we spent 1.8 million on a national TV advertising campaign that ran in every region in June/July and featured the famous 'breakthrough' ad that won a coveted 'Effie' award from the American Marketing Association.

So successful was the campaign and so strong the recall that this year we decided to mount two totally separate tactical TV campaigns.

The first is a flood of 10-second spots to promote the Celebrity Challenge Competition and stimulate our target audience directly into visiting your shop to play this novel game.

The second TV campaign will precede the Olympic Games in the crucial pre-summer sales season and will feature a bright, colourful, all-action commercial that will fire your customers with conviction for the Colour Film Champion.



## Go-for Real Profit with Fuji Film!

The Colour Film Champion will really live up to its name in this all-important Olympics year.

Last year's campaign produced a strong upward movement in market share for the Fuji brand.

This year we're tripling our efforts to cover TV, National press and in-store customer promotion with the Celebrity Challenge Competition.

Combine all that with general point-of-sale, extra excitement generated by the games themselves and you end up with a mammoth package that will give the competitors more than a run for their money in the year of the Olympics.

A real marathon in fact!



**FUJIFILM**  
Official Film of  
the Los Angeles  
1984 Olympics



For further details contact your Fuji Film representative or Fujimex direct. Fujimex, Dorcan, Swindon, Wilts. SN3 5HW. Tel: (0793) 26211.



## Bumper Kodak year

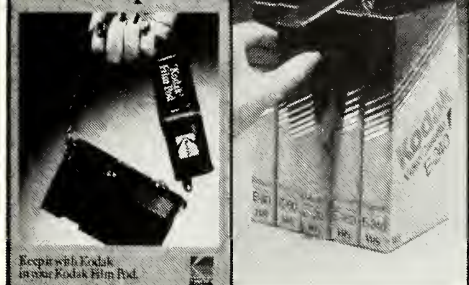
Kodak say their biggest ever year-long advertising and promotional campaign will back colour film this year.

Next month they are launching VR colour film in 110 and 126 formats (*C&D*, January 28, p168). They will back the VR range during Spring and Summer with a mix of advertising in colour supplements, the national and enthusiast Press and a national television campaign in June and July.

Offers include a free film pod for 35mm film with VR 135 twin-packs, a coupon for a free 110 film on carded twin-packs of the new VR110 film, and a consumer discount off tri-packs of Kodachrome super 8 cine film.

Disc cameras sales will be boosted by a new 30-second television commercial featuring Peter Bowles to be shown nationally in May. And during June and July Kodak are to give purchasers of disc cameras £5 for their old cameras. Trade deals and discounts are currently available on direct film and camera orders.

Free Kodak Film Pod with special Kodak 35mm film twin packs.



Kodak enter the video market next month with the launch of a range of VHS and Betamax tapes (*C&D*, February 2, p372). They are to follow this in the Autumn with the launch of an 8mm camera-recorder system (*C&D*, January 14, p64). Kodak Ltd, PO Box 66, Station Road, Hemel Hempstead, Herts.

## In the frame again

A counter display unit for photographic frames has been introduced by Spicer Hallfield. The unit holds 18 frames in a mixture of styles and in three sizes — 5 by 3½in, 6 by 4in and 7 by 5in. Packed with a mixture of traditional styles, the unit has a trade price of £24.78, or £26.88 filled with Hallfield's new range of pastel frames.

Dimensions of the unit are 16½in by 9½in by 9in. Additional frames are available packed in pairs. Spicer Hallfield Ltd, Haddenham Aylesbury, Bucks.



## Ilford's Fiesta

This colourful competitor in Ilford livery is a feature of the company's marketing drive and will take part in all races in the 1984 Fiesta championship. The launch of their new high resolution colour negative film (*C&D*, February 18, p321) is evidence of the company's aim to establish themselves once again in the UK mass amateur photography market. Ilford Ltd, 14 Tottenham Street, London.

## 'Fine' Tudor film

This week Tudor have introduced a 100 ASA high resolution colour negative film in 110, 126, 135 and disc formats.

The film has ultra-fine grain, say Tudor, and is balanced for daylight, electronic and blue flash bulbs while retaining optimum spectral sensitivity for improved results in artificial light. However, colour compensating filters are recommended in artificial light.

The new film uses the latest double-structure halide emulsion technology to produce sharper negatives with improved contrast and vivid colour reproduction, Tudor say.

Tudorcolor TR is available in 110-24, 126-24 and 135-24 135-36 and disc-15. As *C&D* went to Press no retail prices were available. Dealers can obtain a free sample by telephoning 01-450-2556. Tudor Photographic Group Ltd, 30 Oxgate Lane, Industrial Estate, London.

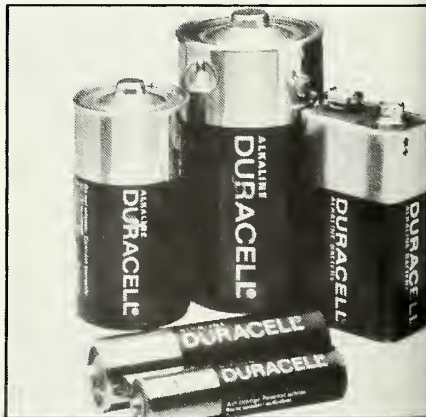
## Long-life promotion

Duracell's latest consumer promotion is a 50p off next purchase offer on special flashpacks of MN 1300, MN 1400 and MN 1500 (4s) cell sizes.

A promotion selling through

wholesalers at present offers one free Duracell blister pack for every ten purchased.

The company says Duracell enjoys particularly good sales in chemists where by far its biggest seller is the MN 1500. In multiple pharmacies, for example, the brand takes over half of all battery sales by revenue while over a quarter is taken by its MN 1500. Stockists should therefore merchandise cell sizes in accordance with demand say Duracell, both in the photographic section as well as near regular purchase items such as razor blades and tissue products, or next to the till. Duracell (UK), Gatwick Road, Crawley, Sussex.



## Ricoh's compact winner

The Ricoh FF3 AF 35mm camera recently won the *Camera Weekly* "Compact camera of the year award, 1984." Retailing at £99.99 the following features are automatic: focussing; winding; flash; exposure and rewinding.

It has a multi-coated f/3.2 lens, speed settings from 1/6 to 1/500 sec, built-in flash and a self timer. Photopia International Ltd, Hempstalls Lane, Newcastle, Staffs ST5 0SW.

Chemist & Druggist 31 March 1984





100 Years of Health

# THREE NEW SUPPLEMENTS TO ADD TO YOUR PROFITS.



## VIT-C PLUS

The first blackcurrant vitamin C capsule ever. Provides as much vitamin C as 100g of fresh blackcurrants. The ideal winter cold protection supplement for all the family.

## CHOLESTEROL-FREE LECITHIN

Containing 200mg of Soya Lecithin, each capsule includes Phospholipids, PLUS the natural B vitamins Choline and Inositol, which aid the breakdown and transport of fats within the body.

## SUPER VITAMIN B6

Each easy-to-swallow capsule provides a high-potency 50mg dose.

There are now 10 Seven Seas supplements. Stock them all and make your profits look healthier.  
SEVEN SEAS HEALTH CARE LTD., MARFLEET, HULL, ENGLAND HU9 5NJ. TEL: (0482) 75234



# Long life milk.



**G**ranose Soya Milk has a shelf life of six months.  
Unrefrigerated, too.

But as seekers after a long and healthy life boosted sales  
by 120% last year, that's not likely to be much of a problem.

Granose. The long-life soya milk.  
For healthy profits.

Contact Nigel Phillips on 0923 672281/2 for further information on the whole range of Granose products.



# Many new product launches this year

Most of the 120 or so exhibitors will be showing new products or new promotional material and the event, at Brighton Conference Centre, will be about a third larger than in previous years. Over 30 companies are taking part for the first time and exhibition space was sold out by last November.

Many manufacturers will be offering extra discounts to retailers, varying from 5 to 20 per cent in addition to their usual trade discounts. As one of the organisers told C&D, "You can stay in a hotel in Brighton and still make a profit if you place a decent order!"

The exhibition is open on April 8 10am-6pm, April 9 11am-6pm and April 10 10am-4pm. Retailers may obtain registration forms free in advance from the Old Coach House, Southborough Road, Surbiton, Surrey (tel 01-399 6696). Those who turn up on the day will be admitted if they can prove they are retailers. Manufacturers without stands and other visitors will only be admitted on April 10.

This 7th Helfex celebrates 100 years of health exhibitions in Britain. The first international health exhibition was held in London from May-October 1884 and attracted 4½ million people. So there will be a Victorian theme to this year's show, including a Victorian banquet on the Sunday evening.

Breakfast lectures at subsidised prices will be held in the Hotel Metropole every morning at 8.30 am. The speaker will be Dr Stephen Langer, an orthodox medical practitioner who has specialised in nutritional medicine in the US. His topic on the Sunday will be vitamins, on Monday minerals and on Tuesday micronutrients.

The following are some of the companies taking part.

## Appleford Ltd

will have available, for the first time, jelly crystals in sachets under the Dietade label. Their range of diabetic squashes now includes blackcurrant juice cordial. All orders placed at Helfex will qualify for a 5 per cent discount, plus one free case of Delicia apricot jam with every ten cases of (mixed) products.

The recommended price of the new Dietade fruit sugar pack has been reduced from £0.91 to £0.79 (stand 153). 14 Villiers Road, Kingston upon Thames, Surrey.

Chemist & Druggist 31 March 1984

## One of the striking features of this year's Helfex is the number of new products being launched.

### Britannia Health Products

will be displaying Efamol and their new product, Efamol Marine (30 capsules, £4.35). Both are available through the Helfex Brewhurst order book and there is a discount for orders taken at the exhibition.

Efamol Marine capsules contain Efamol (oil of evening primrose) plus marine oils (30, £4.99).

The product provides n-6 and n-3 essential fatty acids and their biologically active derivatives including  $\gamma$  linolenic acid, eicosapentaenoic acid and docosahexaenoic acid.

On April 9 Dr David Horrobin, Efamol Research Inc, will give a lecture to which pharmacists are invited (6pm, the Wintergarden, Metropole Hotel, Brighton) (stand 44) Britannia Health Products Ltd, Hamilton House, 87 Bell Street, Reigate, Surrey.

### Cantassium Co

will be exhibiting their diet supplements, vitamin and mineral products, including a new blister pack range of 12 items that are being represented to the chemist trade by DDD Ltd, Watford.

This initial selection contains such popular lines as vitamin C, vitamin B6, Multi-B, Cantamega 2000 (strong multi-vitamin and mineral) and Glucomannan 500 dietary fibre for use in slimming diets.

Samples and literature will be available to all interested chemist accounts (stand 24).

An addition to Britannia Health's range



28 naturtabs  
**Cantamega 2000**  
Multivitamin and Mineral Formula  
**Strong  
Cantassium**

One of Cantassium Co's vitamin and mineral products on show

Larkhall Laboratories, 225 Putney Bridge Road, London SW15 2PY.

### English Grains

will be showing new products, including Red Kooga multivitamins and minerals, and new packaging for the Surf City range. The Golden Health range of herbal remedies has also been repackaged. A herbal bronchial cough tablet, added to the Grangewood range, contains grindelia, lobelia, ipecacuanha, liquorice and gentian.

There will be advertising support in the national Press, consumer magazines and health and fitness publications, to the tune of £¼m this year, while "below-the-line" support includes a public relations campaign, POS and other display material, and dealer offers.

The Open Door Club, to be launched at Helfex, will run on a free membership basis and retailers will qualify for "points coupons" on each case of products they order. At the end of each period they will be able to "cash in" their tokens for prizes relevant to the number of points, ranging from calculators and other electricals to a portable colour television. Retailers who join the club at the exhibition by placing an order at the stand will receive 25 free bonus points plus double the usual points on each case of products they order. (stand 162) St Helens House, Ashby de la Zouch, Leics.

### Faith Products

intend to show their full range of soaps, moisturisers, cleansers, shampoos, hair conditioner and body oil. All are vegetarian, pH balanced and biodegradable without the use of harsh synthetics or artificial colouring (stand 51). 52 Albion Road, Edinburgh EH7 5QZ.

### Health and Diet Food Co Ltd

are launching Figure Trim 8 capsules which are claimed to help control eating habits. One capsule is taken before meals and the ingredients are sterculia, phenylalanine, vitamin B6, apple pectin, boldo extract, kelp, juniper oil and potassium (14 day course, £3.25; introductory price £2.99).



# HELFEF '84 PREVIEW

(stand 65). Seymour House, South Street, Godalming, Surrey GU7 1AN.

## Henkel's

stand will be devoted to supplying information on vitamin E. New leaflets, "questions and answer" booklets, scientific and medical abstracts, and advice on how to help the growth of this market will be offered by Henkel's advisory team (stand 155). *Henkel Ireland Ltd, Little Island, Co Cork.*

## Höfel's Pure Foods Ltd

are introducing seven new health food products. Crispy Soybrits are snacks made from soy protein, vegetable fibres and rice, shaped into hoops and flavoured only with natural herbs and spices. They have only 53 calories per pack, are free from additives, colourings, preservatives, animal materials and added salt. They provide 20 per cent protein, 10 per cent vegetable fibre and ½ per cent fat (15g bag, £0.20).

Sunnies are toasted sunflower seeds with sea salt, providing a rich source of protein, iron, thiamine, phosphorus and potassium (40g, £0.20).

Neo-garlic pearles will be introduced in a "one-a-day" format (30, £1.46) and a new 90 pearle pack will be available for one-a-day HGP (£2.56).

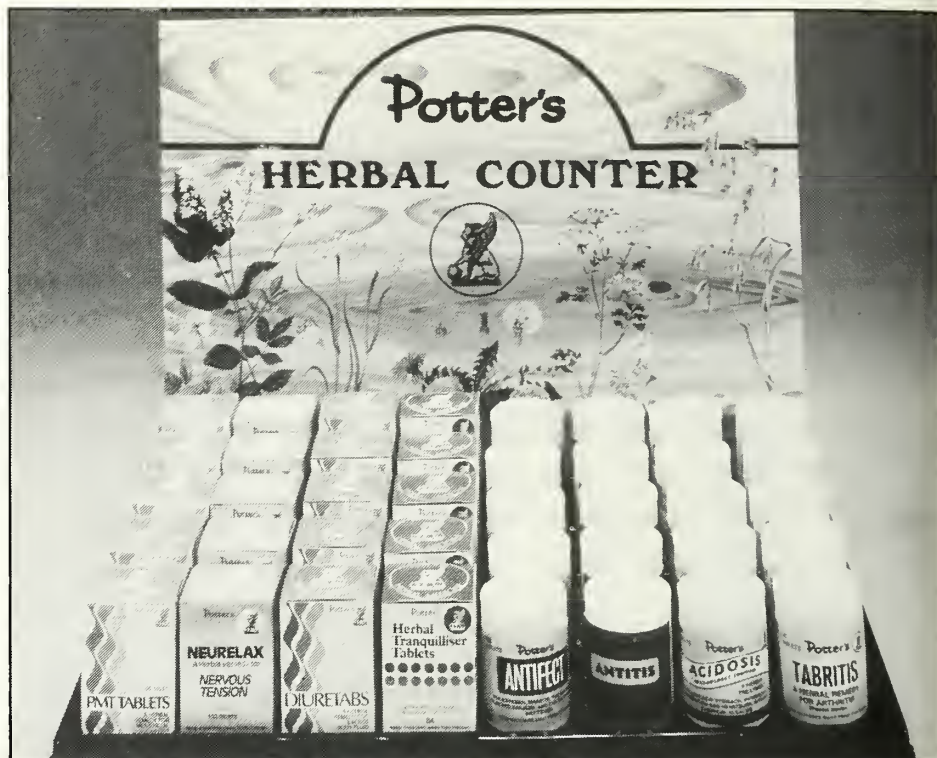
Other new foods on show will be Piperade, hot pot with cheddar cheese, and savoury curry with textured vegetable protein (stand 66). *Woolpit, Bury St Edmunds, Suffolk.*

## Healthlife Ltd

are using Helfex to launch several new products. These will include 98 per cent pure lecithin granules from a source processed at peak freshness, a new range of chewable vitamin C with bioflavonoids for improved bio-availability, Super Dynavites vitamins and minerals, a "budget conscious" Multi-vite range in capsules and Selenium Plus which has its bio-availability enhanced by vitamin A, vitamin C, and natural form vitamin E. Retailers will also have the chance to take part in a promotional competition (stand 67). *Healthlife Ltd, Charlestown House, Baildon, Shipley, West Yorks BD17 7JS.*

## Interhealth

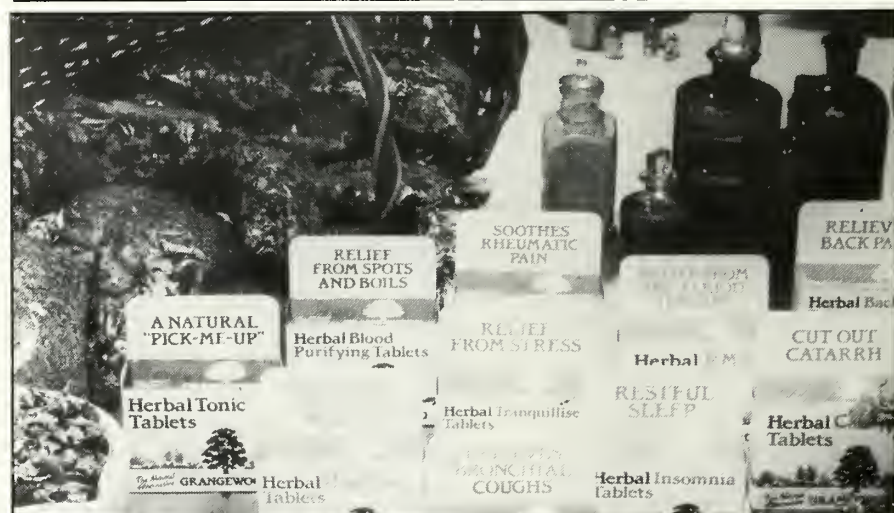
will be showing the product ranges of its principals. Earthlore will introduce a range of Bipro products, including a fruit juice and a vitamin range with Bipro added, and



Potter's herbal counter — a display unit for window or counter.



Six of Potter's range of medicinal herbs in tea bags on special offer.



The Grangewood range now includes herbal Bronchial Cough tablets.





New Era's new range of minerals and separate display unit holding 18 copies of Dr Andrew Stanway's book "Trace Elements".

Creighton will introduce their new Country Collection series. Also on show will be Kneipp bath botanics from Germany and Tansi animal free cosmetics. Detox is a new product from Better Health, said to remove lead toxins from the body. Starter packs of the speciality range of Nelson's homeopathic remedies will be available.

On the same stand will be items from Interhealth's associated company, **Modern Health Products**. Natex low salt savoury spread (yeast extract) will be exhibited for the first time as will new Biobalm, a natural remedy for nervous indigestion. Free Vecon pottery mugs and recipe leaflets will be available to customers.

Retailers will be offered 10 per cent off normal trade prices for a minimum £50 order applying to all the products distributed by Interhealth (stand 157). *Interhealth Ltd/Modern Health Products Ltd, Phoenix Works, Davis Road, Chessington, Surrey KT9 1TH.*

#### Nature's Store Ltd

stand will provide the platform for the launch of a new range of jams and  
*Chemist & Druggist 31 March 1984*

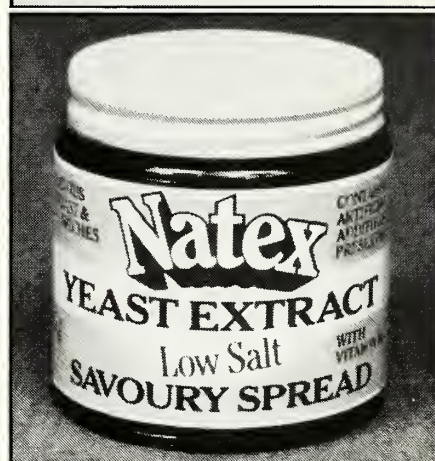
marmalades. Initially there will be four jams: blackcurrant, raspberry, strawberry and apricot, with three marmalades: Seville orange, Seville orange and lemon, and Seville orange, grapefruit and lemon, all in 10oz jars.

Displayed alongside these new products will be a range of their own label wholefoods, including dried fruits, beans and pulses, cereals and nuts, organic Mexican honey and "give-away" Tropical Mix sample packs.

As sole UK importers of Yalacta Yoghurt Ferment and Kefir Ferment, the company will also provide an opportunity for visitors to learn more about these "living cell" products from central Europe (stand 46). *Unit E, Motorway Distribution Centre, Avonmouth Way, Avonmouth BS11 9YA.*

#### Maxepa Information Bureau

aims to provide retailers with full information and literature on Maxepa selected fish lipid concentrate (stands 23 and 26). *R.P. Scherer Ltd, Frankland Road, Blagrove, Swindon, Wilts SN5 8YS.*



Display unit for Combination H (top) and first showing of Natex.

#### New Era

will be presenting a new range of minerals: Multi-trace minerals, Multi-trace minerals with iron, lead-free dolomite and zinc with copper (30 days, £1.55).

A promotional pack (£32.40) available at Helfex contains 12 Multi-trace, 12 Multi-trace with iron, 6 lead-free dolomite and 6 zinc with copper, plus a separate display unit which contains 18 of Dr Andrew Stanway's new book on "Trace elements" free (rsp £1.25 each). Flashed across the promotional pack is "Buy two packs of minerals and get a copy of the book free."

Two more biochemic balms will be available for insect bites and stings and for minor skin ailments (40g, £1.40).

A promotional pack (£32.40 trade) for combination H will be seen for the first time at Helfex. A shelf/counter display unit holds 36 Combination H plus a window poster and each pack contains a "seasonal display voucher" worth £3 to the pharmacist. The voucher will be redeemed in cash by the New Era representative or by sending a reply-paid envelope directly to New Era's head office.

Details of the new hair mineral analysis





We did more than just  
pick up the pieces.

We started from scratch. Building a new factory  
with the future in mind.

A more efficient factory.

One with the flexibility to update and introduce new  
products, to meet market demands.

Products that could be on your shelves in the next  
few weeks.



# Now you just pick up the profits.

Advanced new machinery makes us more cost effective and your profit margins higher.

New products, and new packaging means new sales. Increase your own profits, or pass the benefits to your customers.

Either way, you won't get your fingers burnt.



Phillips Yeast Products Limited, Park Royal Road, London NW10 7JX.  
Telephone: 01-965 7533



service can be obtained at the stand. Dr Philip Barlow, Aston University, will answer questions on all days and will lecture on hair mineral analysis on April 8 at 4.30pm, Brighton Centre. Dr Peter Gilbert, New Era's medical advisor, will be at the stand to answer queries about the biochemic system of medicine and tissue salt therapy.

The usual quantity discount stands, plus a cash discount at Helfex of £0.80 for every dozen products ordered (stand 68). *New Era Laboratories Ltd, 39 Wales Farm Road, London W3 6XH.*

## Potter's (Herbal Supplies) Ltd

will be displaying a new range of nine medicinal herbs in tea bags. They are kasbah, sciargo and alpine plus 6 of the most popular compound herbs: no 32 for asthma and bronchitis, no 33 for high blood pressure, no 37 for liver and bile, no 42 for stomach and liver, Nervine herbs for nervous debility and irritability and constipation herbs.

The herbs are all licensed medicines. The tea bag presentation facilitates the correct dosage and easy brewing. The canisters in which they are packed are lined and have an air-tight lid. A special Helfex introductory offer of two of each of the six compound herbs is available.

Feverfew tablets and silica tablets will be available under the Barefoot brand label.

Potter's herbal counter is a new display unit suitable for window or counter. It holds eight products five deep and comes with showcard, pamphlets and shelf-talker. New window posters are available to promote Antifect, Neurelax and Diuretabs.

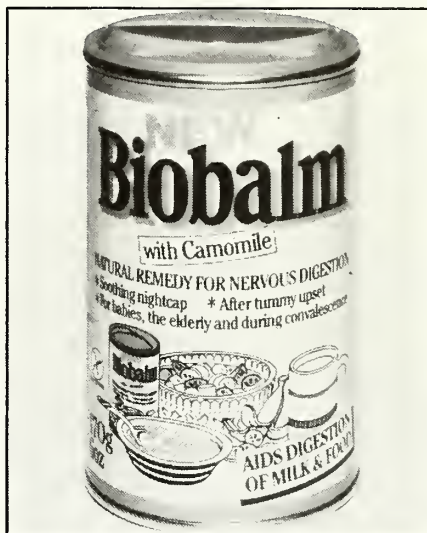
## Itona Products Ltd

have added a mint-flavoured caramel to the Granymels range which is made with soya and brown raw sugar (£0.49). A display unit for the Itona range similar to Potter's herbal counter has been introduced.

There is a special discount available on orders over £200 — details on stand.

"The Longest Clinical Trial in History" is the title of a video made for Potter's by John and Wendy Pickstop, who have produced documentaries for Channel 4. It will be shown at the Brighton Centre in Potter's hospitality room at various times during the exhibition. Pharmacists may hire the video to show to their staff as it gives information on the background to herbal medicine and the manufacture of Potter's herbal remedies. The video is also suitable for showing to members of the public to encourage them to try herbal remedies.

Also featured on Potter's stand will be the two latest Kwofit home brew kits — Mighty Mo, a maximum economy kit, and



New Biobalm from Modern Health Products on display for the first time

Cider Keg (stand 70). *Potter's (Herbal Supplies) Ltd/Itona Products Ltd, Leyland Mill Lane, Wigan, Lancs.*

## Weleda (UK) Ltd

have put together a special range of pharmacy-only natural medicines for Helfex, made up of seven best-sellers — antimony ointment, dermatadoron ointment, gencydo ointment and paint, rheumadoron ointment and 102A drops, and WCS dusting powder. These remedies for common ailments such as eczema, hay-fever and rheumatic pain come in 6-pack outers. The pack also includes 12 tubes of calendula ointment (for minor wounds) and six bottles of avena sativa (for natural relaxation), two products which Weleda are promoting heavily this year in the national Press. (Normal trade price £59.52, Helfex offer £50.59). A free show-card and leaflets are available.

For retailers wanting to stock Weleda's

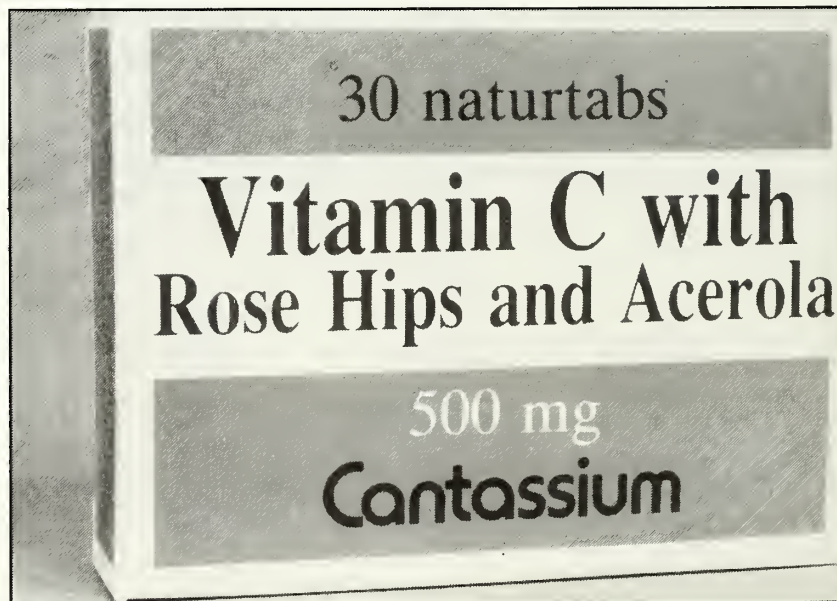
homoeopathic remedies for the first time, there is a special introductory offer. The pack includes three each of the basic 38 OTC homoeopathic remedies plus six tubes of arnica ointment and six calendula ointment. A Perspex display unit, 20 copies of the book "Homoeopathy for the family", a poster for Weleda's homoeopathic and natural medicines, and free leaflets are also available (normal trade price £133.14, offer £119.52).

An introductory pack of Weleda's anthroposophical medicines includes such best-sellers as arnica, bidor, calendula, avena sativa and fragador. There are 18 remedies in all, a total of 117 items (£112.59, normal trade price £125.19), plus a free Perspex display unit, poster and leaflets.

Weleda have chosen Helfex to launch a new range of natural toiletries, the skin and beauty therapy range. An initial pack of six of each of the nine skin care products is on offer (£64.11, normal trade price £75.42) with free two-tier display unit, show-card, window stickers and leaflets.

There is also a 10 per cent discount on the company's natural dental care products. The special pack (£34.61) contains 12 herbal toothpaste, 12 plant gel toothpaste, 12 salt toothpaste, and six bottles of gargle and mouthwash. It also includes 24 trial packs of salt and herbal toothpaste (each 7ml), plus free shelf or counter display unit, leaflets, and show card.

Apart from these special package discounts there will be extra discounts for large orders, together with a general Helfex discount of 10 per cent for people buying individual lines (stand 38). *Weleda (UK) Ltd, Heanor Road, Ilkeston, Derbys DE7 8DR.*



Another of Cantassium Co's products on show



## Link Scripts puts level 3 on line

**Two software packages for the Link level 3 have been introduced by Vestric. Link Scripts caters for label printing, electronic order entry, patient records and stock control while Pharmpay is a creditors ledger system.**

Over 500 level 3 systems have been sold since last October, when the ICL PC15 replaced the New Brain as the basis of the Link system (*C&D*, Oct 22, 1983). Software for the new system has been developed by Systems Software, part of the Matrix group, and was produced to meet the requirements of the Pharmaceutical Society's working party on computers.

Vestric claim the Scripts software is the most advanced currently available to pharmacies. Three diskettes are involved, two carrying patient and stock files, the third carrying the programs, which are loaded and carried in the computer's memory.

Patient files are called up by the initials or the first three letters of the patients name, or by reference to a unique prescription number which is printed on each label. Any anomalies associated with a particular patient, eg diabetic, item owing, can be noted in the patient file, and the pharmacist's attention will be called to it during a labelling routine using that patient's name or prescription number. Up to 7,000 names and addresses with up to 19,000 items can be kept on file for up to 12 months.

Repeat prescriptions can be dispensed by using the prescription number to call up the label for repeat printing. There are 2,500 drugs on file, but this can be increased to 4,000 or 8,000. All drugs can carry up to five counselling codes, which will cater for the recent Society guidelines on cautionary labelling. If there is insufficient space on one label a second is used automatically. A standard option

allows the pharmacist to set up default dosage instruction for all drugs. This is automatically displayed when the drug is called up, but may be over-ridden if required. The label provides for eight lines of 30 characters. The system comes with generic or proprietary preparations listed.

A tele-ordering facility, as available on level 2, is provided which enables the pharmacist to order items, send inquiries and receive out of stock notices.

A full stock control program can be used, with records of stock held, minimum order levels and automatic order generation, or more simply just stock usage can be recorded. Orders can be made using PIP or Prosper codes. A print out of drug usage can be produced every month, or brought up on display.

Programs are also available for the pricing of private prescriptions, usage of Controlled Drugs, sales. VAT analysis and statement for account patients.

Link 3 at present comes with a labelling program, and a disc that includes the order entry facility will be issued to all current users. The Scripts software will cost £500. An updating service is available for £20 a year from Matrix. The software and hardware together will cost £2,500, but Vestric do offer special leasing facilities.

The Pharmpay creditors program also costs £500 and caters for invoices, debit and credit notes and adjustments, payments, uninvoiced debits and adjustments and discounts.

Any transaction can be a notated and up to 400 suppliers catered for. Postings can be analysed on the spot or later. Reports include VAT analysis, transactions in dispute, supplier status report, cash requirements analysis of purchases and ledger control totals. Up to 300 purchase analysis codes can be used.

The programs will be on demonstration at Norchem in Blackpool and at ICL roadshows in Newcastle, April 11-12, Cheltenham, May 2-3 and Heathrow, May 9-10. Details from Vestric branches or W. S. Jamieson, *Vestric Ltd, West Lane, Runcorn, Cheshire WA7 2PE*.

A facility to enable the input of VAT, invoice and credit details while still in the labelling program has also been developed. The appropriate information is stored on tape or floppy disc for recall at the end of the month. Then a program processes this information, producing VAT returns, amounts owed to each supplier, creditor reports etc. Hard copies of details can be printed at any time.

An optional label centring facility is also now included. Existing customers are to be sent an updated disk or cassette as part of their maintenance agreement.

## Buck passing does no good

May I offer the following classic account of the service offered by dispensing doctors.

On March 6 a patient was discharged from hospital with the customary few days' supply of medication. This patient is one of the local surgery's dispensing patients. When he went to obtain further supplies of his tablets there was some confusion regarding one of them, and he returned the "wrong" ones to the surgery.

Apparently the staff, including the three doctors present, were unable to ascertain what exactly he had originally received from the hospital. Their solution was to issue a prescription and refer him to our pharmacy, (we are only 100 yards away).

The prescription for "30 x Tab isosorbide dinitrate 20mgm S.R. (sic)" was presented to me at 5.10 pm on Friday March 9 with the query "Have you got these?"

In the course of some minutes of conversation, I established that the person presenting the script was not the patient, merely a friend who had driven the patient from their village to the surgery, and was unable to offer much information other than "They [the surgery] sent me to you because they gave him the wrong tablets and don't know what the ones from the hospital were".

Thus, at about 5.20 pm, I rang the hospital to find that the pharmacy department was closed. I next rang the other local hospital and spoke to the chief pharmacist (who was just about to leave. He was his usual extremely helpful self and, was not only able to identify what had been issued, (Cedocard Retard), but since his home is close to our pharmacy, offered to deliver some to us.

At 5.30 pm, our closing time, I was able to assure the patient's friend that the tablets would be ready at approximately 6 pm and that I would remain on the premises until they collected them.

At 6pm the tablets duly arrived and within a few minutes were collected by a grateful and appreciative lady. I then went home, glad to have resolved the matter so promptly at such an awkward time of day, albeit largely due to my hospital colleague's kindness.

Now the sting in the tail.

Today, March 20, we received a call from the dispenser at the surgery asking if we could obtain some Cedocard Retard for them as she was unable to get them. We informed here that we had stocks to hand; ordered in anticipation of further prescriptions.

Letters continued overleaf

## Richardson update

**Three advances have been made to the Richardson labelling system.**

In line with the publication of the Society's advisory document on the labelling of dispensed medicines, the new program will now incorporate all the new wordings as published. Cautionary wordings may now extend to a maximum of five lines (40 characters per line).



Continued from p635

When she called to collect them I expressed my anger at the situation, whereupon she offered to return with the prescription. I declined, knowing I could expect quicker remuneration from them than from the NHS.

Could there possibly be a clearer case of how poorly the doctors serve their dispensing patients, particularly those whose condition requires uncommon medication, ostomy or incontinence equipment, oxygen, surgical hosiery, extemporaneously prepared ointments and mixtures etc, etc.

Furthermore, how easily the buck is passed to us when the dispensing operation involves tablets they do not, or will not, stock.

**Hampshire pharmacist**

## Test them

I view with alarm but no surprise whatsoever your report last week on the inadequate labelling of medicines by the receptionist of an Essex GP.

Only regular inspection will bring the "dispensing" doctor into line with the legal constraints placed upon pharmacists. Why should patients have to complain to a Family Practitioner Committee and thereby place subsequent treatment in jeopardy?

Perhaps prospective Council candidates could convey their views. It may persuade me to vote!

**Brian Hérbert**

Woodhatch, Réigate, Surrey

## Caring, but for who?

At a recent function, being a Unichem member and totally *au fait* with Prosper, I was delighted to have the opportunity of an indepth, if somewhat one-sided, conversation with a "Vestric-man", and gain an insight into Link, a system which hitherto had been merely a well-publicised name.

My companion enthused *ad nauseum* as he extolled the benefits of reduced telephone time, improved profitability etc, etc, and eagerly anticipated the arrival of his "labelling up-grade".

The statistics had proved "most useful" and he had been able to identify areas of overstocking and act accordingly. He was in the process of using the released capital to broaden his stock range, and thus reduce the number of patients he was at present

having to send to the "Chemists"! Yes, you've guessed it.

Whilst Vestric have never denied that they supply dispensing doctors, I am surprised that they are prepared to supply them with Link which, if we are to believe their promotional material, will improve efficiency and profitability. Commercially, they can't lose, for even if the current trend continues, as the rural pharmacists' account declines, the nearby dispensing doctors' will increase and Vestric maintain their turnover.

They're always there, they always care! But for whom?

**A. Peel**

Huddersfield

*Vestric's marketing director, David Taylor, replies:* Our policy is to supply dispensing doctors in remote areas where they are not in direct competition with our retail customers. Where there have been clashes of interest we have resolved this by discussion with those affected. The reduction in wholesalers' profit over the past two years is a serious and in the long term fatal trend. The only way we can maintain our service is by introducing every cost saving device, and this has to apply to all customers who order from us. By maintaining our turnover through our service to community pharmacists, hospitals and doctors we are able to keep a wide range of stock at a high level. Surely this must be in the community pharmacist's best interest?

## Imports

I think many pharmacists who buy parallel imports are motivated not by avarice, as has been widely suggested, but by fear — fear of another retrospective clawback by the Minister which might apply equally to those who had bought the goods and those who had not. A simple statement by the Minister of his — I nearly used a capital H — intentions would help enormously.

Most of us seek only a fair reward for our services, but dare we at present, when our financial position is threatened from all sides, risk the additional burden of having to "repay" to the NHS money which we never had in the first place?

**Norman Bckett**

Nottingham

## All change

May I correct Mr Kaye by reiterating that the coins we use in our "new change handling system" are those of 1p, 5p and 20p denomination, and not as implied in his letter (C&D March 24).

The fact that my letter has only drawn "flack" to the extent of one damp squib is either a comment on the apathy besetting our revered profession today — or an indication that fellow community pharmacists are busy changing over to the new system.

But Mr Kaye asks: "What do we do when customers proffer 2p, 10p and 50p coins?" Answer: "We take them, with alacrity!" Thereafter they are reissued by a trained member of staff — who remembers how to count with them — or they are removed at the end of the day, appropriately "bagged", and exchanged for "real" money.

Really, Mr Kaye, if that's your only criticism of our scheme, I'm surprised that you haven't acted on our other suggestion — "Try it for yourself".

I must confess that my original letter, (C&D March 10), was sent with a certain amount of gleeful trepidation — bets were exchanged as to when the ensuing correspondence would cease.

To be serious, once this system takes off, it will snowball, and banks will be inundated with shoals of returned obsolescent coinage. So lay some aside now, for in a short time following their withdrawal, they will acquire a scarcity value.

Finally by acting on this suggestion, you will have made life a little easier for yourself and made at least a token counter to the forces of PPP (Pharmaceutical Product Proliferation)!

**Andrew H. Watson**

Thornhill, Dumfriesshire

## Boots' optics

IN C&D March 17, you published a contribution from Michael A. Reynolds, a community pharmacist from Dorset, who makes his suggestions for "the new contract". In his article Mr Reynolds says:—"It would seem that Boots have already accepted the principle in respect of the optician's contract being in the name of the optician, so why not the pharmacist?"

Permit me, please, to correct him. Boots The Chemists Ltd is enrolled with the General Optical Council as a corporate body carrying on business as an ophthalmic optician. The various ophthalmic practices, Boots Optical Service, are in contract with Family Practitioner Committees. In each case the contractor is Boots The Chemists Ltd, not an optician. The position is exactly the same as we have in pharmacy.

**B. Silverman**

*Director of professional services*  
Boots Co plc  
Nottingham



# 'Lobby OFT on discounting' call

**Evidence from independent retailers could play a real part in persuading the Government to take action on discriminatory discounting.**

Richard Wardrop of the National Federation of the Self Employed wants small retailers to give the Office of Fair Trading specific examples of discounting policy which distorts competition in favour of the major multiples. Evidence could be collated either through the Federation, or individual trade bodies he says.

The National Pharmaceutical Association are concerned about the problem, and have had correspondence with the OFT. The problem is that the small retailer has no way of knowing what terms the multiples have been able to negotiate.

"People know what's going on, but it's hard to get the facts" says NPA director Tim Astill.

Earlier this month the OFT asked manufacturers pressurised into granting their major customers such discounts to give the OFT the facts — anonymously if necessary. This evidence would be looked at when considering the need for a further Monopolies Commission report on the subject.

The Cosmetics Toiletries and Perfumeries Association, which represents

the industry's manufacturers, recognise the severity of the problem, but currently take no stance one way or the other on the need for an inquiry.

The "big boys" however are fighting back, arguing that Government intervention is unnecessary and would act to force up prices for the consumer. Tesco's deputy chairman Ian MacLaurin told a London conference last week: "I know of no evidence that discounts obtained by large retailers through normal commercial negotiations with manufacturers are being in any sense misappropriated."

The *Financial Times* also examined the subject last week, concluding that "Even if the Commission did eventually recommend legislation to outlaw unfair discounts, it is hard to believe that Mrs Thatcher — with her dedication to free enterprise and an election by then on the horizon — would actually legislate to hamper retail competition and put prices up for the shopper."

Richard Wardrop remains convinced of the need for action however: "Battle has now been declared, and unless the small traders help, they'll be obliterated. At the end of the day, the battle will be won or lost by the energy of the independent retailer. There's hope if they move."

## Vestric's 'ideal branches' scheme

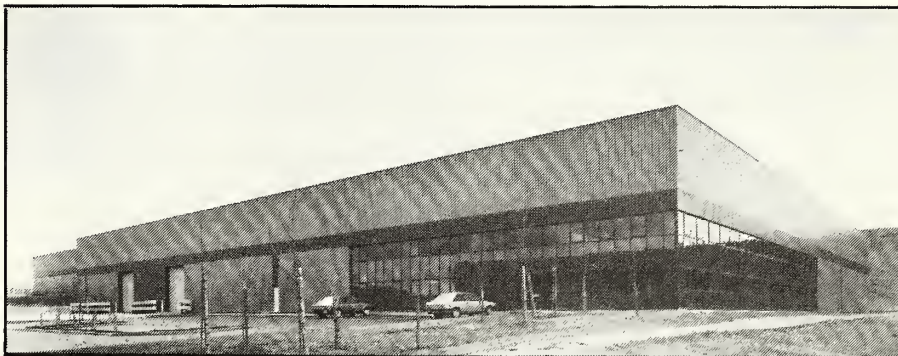
**Vestric's new programme of branch modernisation is now well underway, with eight of the company's 30 branches having been converted to their standard "ideal branch" layout. Other branches will follow by the end of next year.**

Vestric's standard layout is designed for quicker and more accurate picking out of goods, leading to improved service for the retail pharmacist, says the company.

Branches reorganised on this pattern so far are Aberdeen, Edinburgh, Glasgow, Gateshead, Kingswinford, Reading, Ruislip and Enfield. At Edinburgh, branch manager Jim Fowlds reports a "tremendous" increase in efficiency since the branch was adapted two weeks ago.

"We are now capable of putting double our previous amount of business through" he says. Obviously, the reorganisation has been very worthwhile.

"The reorganisation of our branches was essential to make sure that we could handle the continually increasing volume of ethical pharmaceutical business we are now getting" adds the company operations director John Baseley. "We now have the space to enable us to increase stock to keep pace with sales growth."



This new purpose-built warehouse on Leeds' Milshaw Park Industrial Estate will replace Unichem's current Victorian premises in the City. General manager Bill Jack and his 100 staff will make the move in May.

## NHS share back above 70pc

**NHS contribution to turnover for the independent pharmacy is back above the 70 per cent level.**

A.C. Nielsen figures from September/October 1983 show 71.2 per cent of the independent's sales came from NHS business. The equivalent figure in 1982 was 69.9 per cent.

An average of 2,814 scripts were dispensed by each independent over the month, an increase of 68 on 1982's figure. Among multiples and Co-ops (excluding Boots) both NHS share and script numbers were down on a year ago. NHS business contributed only 52.5 per cent of sales, compared to the previous 55.0 per cent.

There were 2,103 scripts dispensed by the average shop in this sector, down 75 on September 1982. Average weekly cash sales for the independent rose 5 per cent to reach £1,161 in the year to September.

Drug stores increased their turnover by 8 per cent over the year, with their weekly total reaching £2,022. Multiples and Co-ops had the highest increase of all, with a 12 per cent improvement taking their total to £1,773. Average weekly sales for all non-Boots pharmacies now stands at £1,244.

Turnover of independents, multiples and Co-ops was £330m (£304m in 1982), with independents taking a 87.3 per cent share (87.0 per cent).

### Pharmacies v Drug Stores — Cash Sales only

	July/ August	May/ July	July/ August
<b>Total £,000</b>	121,483	143,296	129,206
<b>Pharmacies</b>	97,534 (80.3%)	116,151 (81.1%)	103,315 (80.0%)
<b>Drug Stores</b>	23,949 (19.7%)	27,145 (18.9%)	25,891 (20.0%)

*A.C. Nielsen Ltd, Nielsen House, Headington, Oxford OX3 9SQ.*



## Booker bust the billion...

**Booker McConnell sales in 1983 broke the £1 billion mark for the first time. Turnover for the year rose 6.5 per cent to reach £1,032m.**

Profit before tax was up 30 per cent at £22.1m. Health products contributed £3.0m to this total, an £800,000 improvement on their 1982 performance.

Chairman Michael H. Caine points out that the company's major activities — agriculture, food distribution and health products — taken together doubled their 1982 profits.

The year end for Booker showed a net surplus of funds of £14.7m. This compares with net borrowings of £12.1m in 1982.

## ...but Reckitts just miss it

**Reckitt & Colman increased pre-tax profits by 22 per cent to £88.76m in 1982. Group sales rose 11.5 per cent to reach £981m.**

The pharmaceutical division yielded profits of £20.67m (£16.63m in 1982), while household goods and toiletries contributed £35.56m (£35.89m). UK domestic business generated profits of £22.27m (£20.65m).

Chairman Sir James Cleminson says the company is now benefitting from plant and operating improvements of the past few years. "I have every confidence the company will continue to make considerable progress in 1984" he says.

## USDAW/NCC Sunday truce?

**Shop-workers union USDAW see the various evidence presented so far to the Government's committee of inquiry on the Shops Act as beginning to form a consensus.**

Deputy secretary John Flood cites the National Consumer Council's recent acceptance that there is unlikely to be any real demand for food shopping on a Sunday.

"The professionals in retailing had always held this view" he said. "But for the arch free-marketeers at the NCC to subscribe is quite a conversation. The main thing is that we are at last reaching a

sensible consensus."

USDAW's own evidence to the committee remains consistent with the views they first put forward their 1983 report *The Choice Must Be Hours*. They accept that the 1950 Act is in need of reform insofar as anomalies concerning permitted product categories are concerned. However, with the exception of special periods such as the run-up to Christmas, they are not willing to accept de-regulation of trading hours.

"We look to the committee of inquiry to offer a view based on a balance of interests between the major parties. We maintain, however, that the principles of statutory control over trading hours should be maintained" says John Flood.

## Forster close in Darlington

**Hall Forster & Co, a leading independent wholesaler in the North East, have closed-down their Darlington branch.**

Customers in South Durham, Cleveland and North Yorkshire previously served by the Darlington warehouse will now receive supplies from the company's principal depot at Newcastle.

The company say the broader-based facilities at Newcastle will enable them to improve services for the involved customers. Capital released by the closure at Darlington will be used to "improve and expand" the range of products held at Newcastle.

## CRC talks

Discussions between manufacturers and the Government are to take place with the aim of producing a voluntary arrangement for effecting child resistant closures on hazardous household chemicals.

A "type approval" design is expected to result. Legal regulations may follow but it is first a question of finding the right design, says the Department of Trade.

## Retail prices for February

The Department of Employment retail prices index for all items reached 344.0 in February 1984 (January 1974 = 100). This represents an increase of 0.4 per cent on January 1984 (342.6) and an increase of 5.1 per cent on February 1983 (327.3).

## BIRA sets up diploma course

**The British Institute of Regulatory Affairs together with the University of Bath has set up a two year part-time course leading to a postgraduate diploma in regulatory affairs.**

The course, starting this September and to be run once every two years, consists of three sessions of two weeks each year. In between the study periods students will be given work to be continually assessed.

The cost is £1,500 a year excluding accommodation and board.

Application forms and details may be obtained from the *School of Pharmacy and Pharmacology, University of Bath, Bath, Avon BA2 7AY*. They should be returned by May 18. A registration form (supplied with the application form) must be sent to *BIRA, 13 Grosvenor Place, London SW1X 7EN* by June 15 with payment.

*Wednesday, April 4*

**Northumbrian Branch, Pharmaceutical Society.** Boots Co, Cramlington at 7.15pm. Annual meeting and tour of works. Those wishing to attend are asked to inform Paul Allan of Mawson & Proctor, Pharmaceuticals, Kingsway South, Gateshead, Tyne & Wear (tel Tyne & Wear 4872111).

*Friday, April 6*

**Association of ex-students and staff, Sunderland School of Pharmacy.** Sunderland Polytechnic, library lecture theatre, Chester Road, Sunderland at 7.45pm. Inaugural meeting. Also talk by W.M. Darling on "The importance of Nuffield and the EEC to the future of pharmacy in Britain."

**Hounslow Branch, Pharmaceutical Society.** Lecture theatre, West Middlesex Hospital, Twickenham Road, Isleworth, at 8pm. Annual meeting and members evening

*Monday, April 2*

**East Metropolitan and West Ham Branch, Pharmaceutical Society.** Churchill Room, Wanstead Library, Spratt Hall Road, Wanstead, London E11, at 7.30pm. Annual meeting, followed by cheese and wine.

*Wednesday, April 4*

**Sheffield Branch, Pharmaceutical Society.** Jessop Hospital lecture theatre, at 7.30pm. Dr T.J. Bradley, RPhO, West Midlands RHA, on "Focus on the college".

*Thursday, April 5*

**Thames Valley Pharmacists' Association.** Lecture theatre, education centre, Surgical Block, Kingston Hospital, Galsworthy Road, Kingston-upon-Thames, at 8pm. Annual Meeting followed by "Community practice pharmacy — Soviet style" An illustrated talk by Mr P. Crees.

**Weald of Kent Branch, Pharmaceutical Society.** Kent & Sussex Hospital, postgraduate centre, Tunbridge Wells, at 8pm. Annual meeting

**Huddersfield Branch, Pharmaceutical Society.** Commercial Hotel, Church Street, Paddock, Huddersfield, at 8pm. Annual meeting

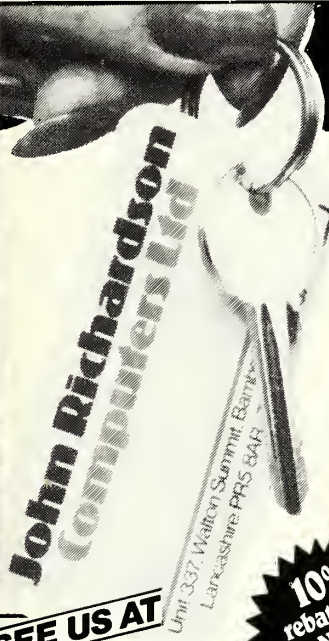
*Advance Information*

**Proprietary Articles Trade Association.** The Connaught Rooms, Great Queen Street, London WC2B 5DA, on May 3, at 2pm. The 88th annual meeting of members of the PATA. Open to all members. Information from: Mr R.G. Jones, Secretary, PATA, 4 Margaret Street, London W1N 7LG (tel 01-580 4511).

**Healthpak '84.** Schotland Business Research Inc, Düsseldorf Hilton International, Düsseldorf, W Germany, May 8-9. Conference on medical and pharmaceutical packaging. Information from: Barbara Lehman, Schotland Business Research Inc, PO Box 511, Princeton, NJ 08542, USA (tel 609) 466-1400)



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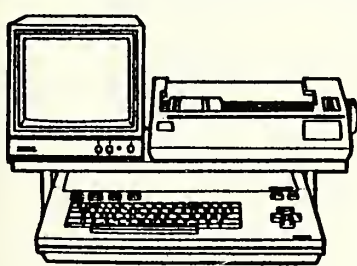
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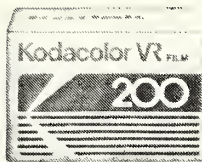
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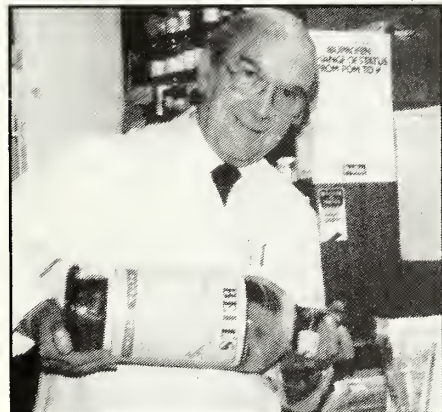
## A whisky by any other name . . .

**Norman Bell, MPS, celebrates 50 years in pharmacy with a gallon of scotch whisky. Appropriately it was Bell's.**

Mr Bell is one of four pharmacists on the Numark promotions committee. Besides the whisky — presented on behalf of Numark central office — he also received an iced cake from Macarthy's Bristol depot.

"It was a marvellous surprise," Mr Bell told *C&D*. "It wasn't just the gift, but the friendly spirit in which it was made."

Mr Bell was apprenticed with Boots in



1932 qualifying at Edinburgh seven years later. He spent the war years as a pharmacist in the RAF and in 1952 joined the chemist he was later to own — in Tetbury, Gloucestershire — as managing director.

Mr Bell became a "national hero" in 1976 when local doctors withdrew a dispensing application following strong community support for him and much media coverage.

Now, at 68, he is ready to retire: "I'd like to wake up in a morning and wonder what to do today. I've got my gardening and golf and it'll be nice to have time to see friends."

Mr Bell is currently in the process of putting his business on the market

## Good turnout for Macarthy's fair

Some 1,200 people — pharmacists, their families and staff, representing 400 shops — braved the weather and ignored the televised football Cup Final on Sunday to attend Macarthy's "Pharmacy Fair" at



Mrs Josephine Latus of Boots store, Hull is now the proud owner of the Jovan brooch. Worth £1,000 the diamond and sapphire brooch was first prize in the Andron crossword competition run in *C&D* (December 17 issue). Pictured from left to right are sales assistants Lynsee Dixon and Josephine Latus, Rajnikant Savani manager of Boots store, Holderness Road, Hull and Peter Bradbourne, Jovan Northern district manager making the presentation. Looking on are Vanessa Wilson and Julie Scott.

Answers to the puzzle are as follows: Across: 1 Poppaea, 5 Musk, 7 Mar, 8 Ardennes, 9 Nauru, 10 Odes, 13 Rose, 14 Epee, 18 Snap, 19 Bring, 21 Fixative, 22 Uam, 23 Yell, 24 Nascent.

Down: 1 Pomander, 2 Perfumes, 3 Abacus, 4 Andron, 5 Manger, 6 Stem, 11 Solitude, 12 Bergamot, 15 Entail, 16 Option, 17 Abbess, 20 Lime.

London's Barbican complex.

The exhibition hall was packed to capacity with visitors and the stands of 83 major manufacturers, and many of the visitors met David "Kid" Jensen, BBC disc jockey — one of Faberge's personalities — who picked the winning ticket for the star prize of a trip for two to see the Taj Mahal and the Himalayas. Manufacturer-sponsored coaches were run to the event from Norwich, Cambridge, Southend, Romford, Dagenham, Lee, East Grinstead and Wembley.

Macarthy's managing director David Wright says: "It certainly exceeded all our expectations and we are planning more fairs for customers in prestigious venues in other parts of the country."

Macarthy's md David Wright joined Radio One disc jockey David Jensen in picking the winner of a trip to India — Mr Gordon Davey, MPS, of Bromley



## APPOINTMENTS

### Bridger joins Macarthy's board

**Macarthy's are to appoint Michael Bridger, MPS, as assistant group managing director on July 1.**

Mr Bridger will also become chairman of Savory & Moore, relinquishing his position as managing director in favour of Robin Jenner, MPS.

Mr Bridger has been with Savory & Moore 25 years after joining as a pharmacy manager in 1959. He became a director in April 1967 shortly before Macarthy's acquired the Savory & Moore group. He was made managing director three years later and is a member of PSNC.

Robin Jenner became marketing director of Savory & Moore in March 1982 after joining the company in 1970.

**Schwarzkopf Ltd:** Mike Vass is to head the retail division as general manager.

**R. P. Scherer Ltd:** Ron Malcolm, previously marketing services manager in Beecham's international division, joins the company as director of marketing.

**Pretty Polly Ltd:** John Rowley takes up the newly-created post of group sales and marketing director. He replaces the retiring Arthur Whitewood.

**Shulton (GB) Ltd:** Janice White takes charge of marketing in the fine fragrance division. Chris Crowdon-Naylor becomes sales manager.



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	Spin or wring		
<b>2</b> 80°	HOT Maximum Wash	HAND-HOT	COTTON, LINEN OR VISCOSE ARTICLES WITHOUT SPECIAL FINISHES WHERE COLOURS ARE FAST IN AT 80°C
	Spin or wring.		
<b>3</b> 60°	HOT Medium Wash	HAND-HOT	WHITE NYLON, WHITE POLYESTER, COTTON MIXTURES
	Cold rinse. Short spin or drip-dry		
<b>4</b> 50°	HAND-HOT Medium Wash	HAND-HOT	COLOURED NYLON, POLYESTER, COTTON AND VISCOSE ARTICLES WITH SPECIAL FINISHES. ACRYLIC/COTTON MIXTURES, COLOURED POLYESTER/COTTON MIXTURES
	Cold rinse. Short spin or drip-dry		
<b>5</b> 40°	WARM Maximum Wash	WARM	COTTON, LINEN OR VISCOSE ARTICLES WHERE COLOURS ARE FAST AT 40°C BUT NOT AT 80°C
	Spin or wring		
<b>6</b> 40°	WARM Minimum Wash	WARM	ACRYLICS, ACETATES AND TRICETATES, INCLUDING MIXTURES WITH WOOL, POLYESTER/WOOL BLENDS
	Cold rinse. Short spin. Do not wring		
<b>7</b> 40°	WARM Minimum Wash	WARM Do not rub	WOOL, INCLUDING BLANKETS AND WOOL MIXTURES WITH COTTON OR VISCOSE, SILK
	Spin. Do not hand wring		
<b>8</b> 30°	COOL Minimum Wash	COOL	SILK AND PRINTED ACETATE FABRICS WITH COLOURS NOT FAST AT 40°C
	Cold rinse. Short spin. Do not wring		
	HAND WASH For wash instructions, see garment label		ARTICLES WHICH MUST NOT BE MACHINE WASHED. GLASS FIBRE FABRICS (WASH SEPARATELY). SOME PLEATED GARMENTS
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